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**SPECIAL CENSUS OF  
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**DALLAS  
STANDARD METROPOLITAN  
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**Special Census of  
BUSINESS  
1953**

**DALLAS  
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# SPECIAL CENSUS OF BUSINESS: 1953

## DALLAS STANDARD METROPOLITAN AREA



Statistics on establishments and sales for the metropolitan area and for cities, the census retail trade areas, and shopping areas.

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## ACKNOWLEDGMENTS

In conducting the Special Census of Business: 1953, for the Dallas Standard Metropolitan Area, the contribution of the Dallas Chamber of Commerce both financially and in solution of problems peculiar to this Census has been invaluable. Mr. J. Benn Critz, Vice President and General Manager, and Mr. Thomas W. Finney, Manager of the Industrial Department, were the principal representatives of the Dallas Chamber of Commerce on this project.

The Census retail trade areas and the shopping areas for which data have been tabulated were defined under the direction of Walter T. Watson, Ph.D., Chairman of the Dallas Census Tract Committee and Norman W. Bramley, Chairman of the special subcommittee of the Census Tract Committee, organized for this purpose.

In the Bureau of the Census, the primary responsibility for the Census was in the Business Division, of which Harvey Kailin is Chief. Henry Wulff, Chief of the Retail Trade Statistics Section of the Business Division, was directly in charge of the project. The field work was conducted by the Field Division, of which Jack B. Robertson is Chief. The enumeration was under the direction of Francis H. Wilmer, under the supervision of James W. Stroud, Area Supervisor, of the Census District Field Office.

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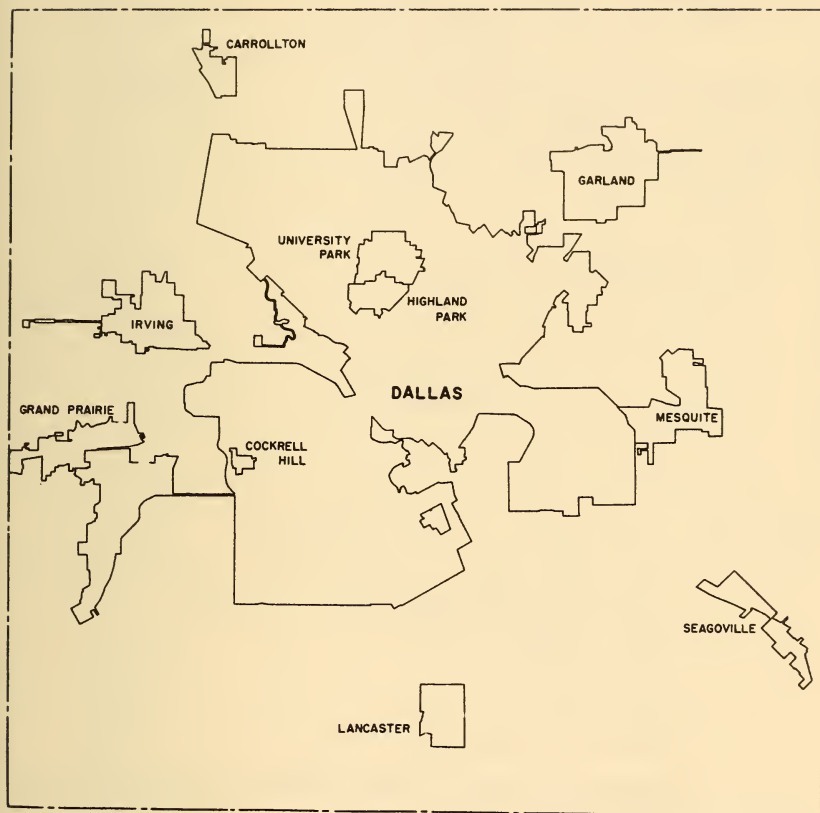
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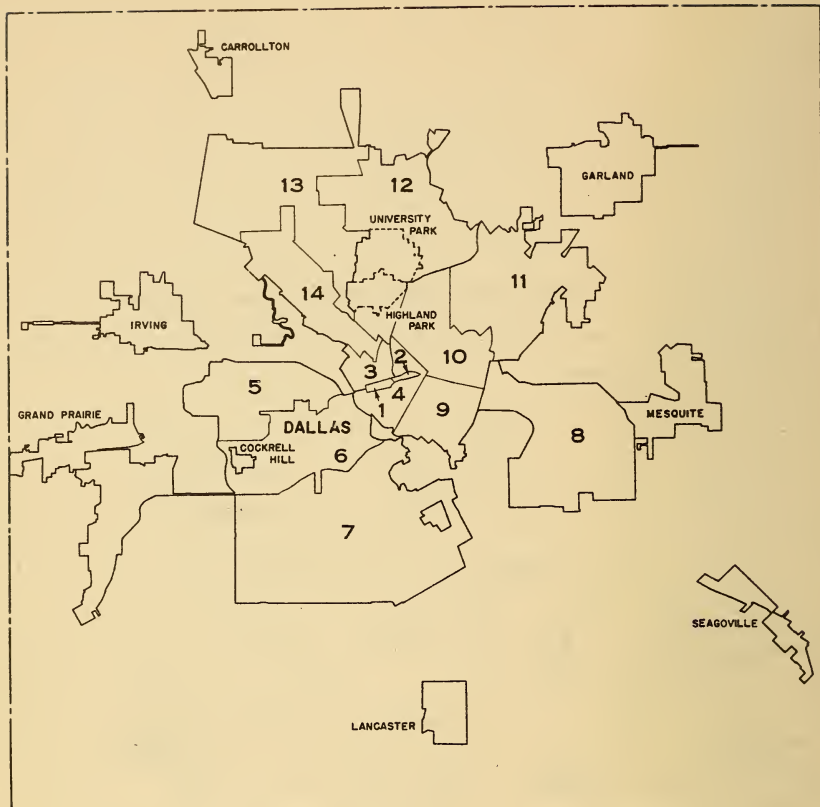
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DALLAS STANDARD METROPOLITAN AREA



# CENSUS RETAIL TRADE AREAS

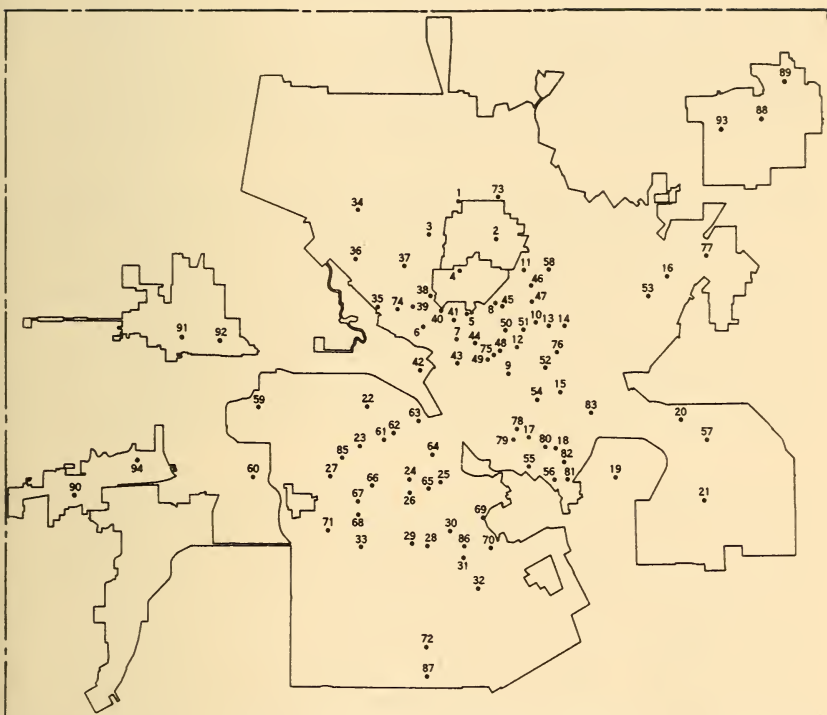


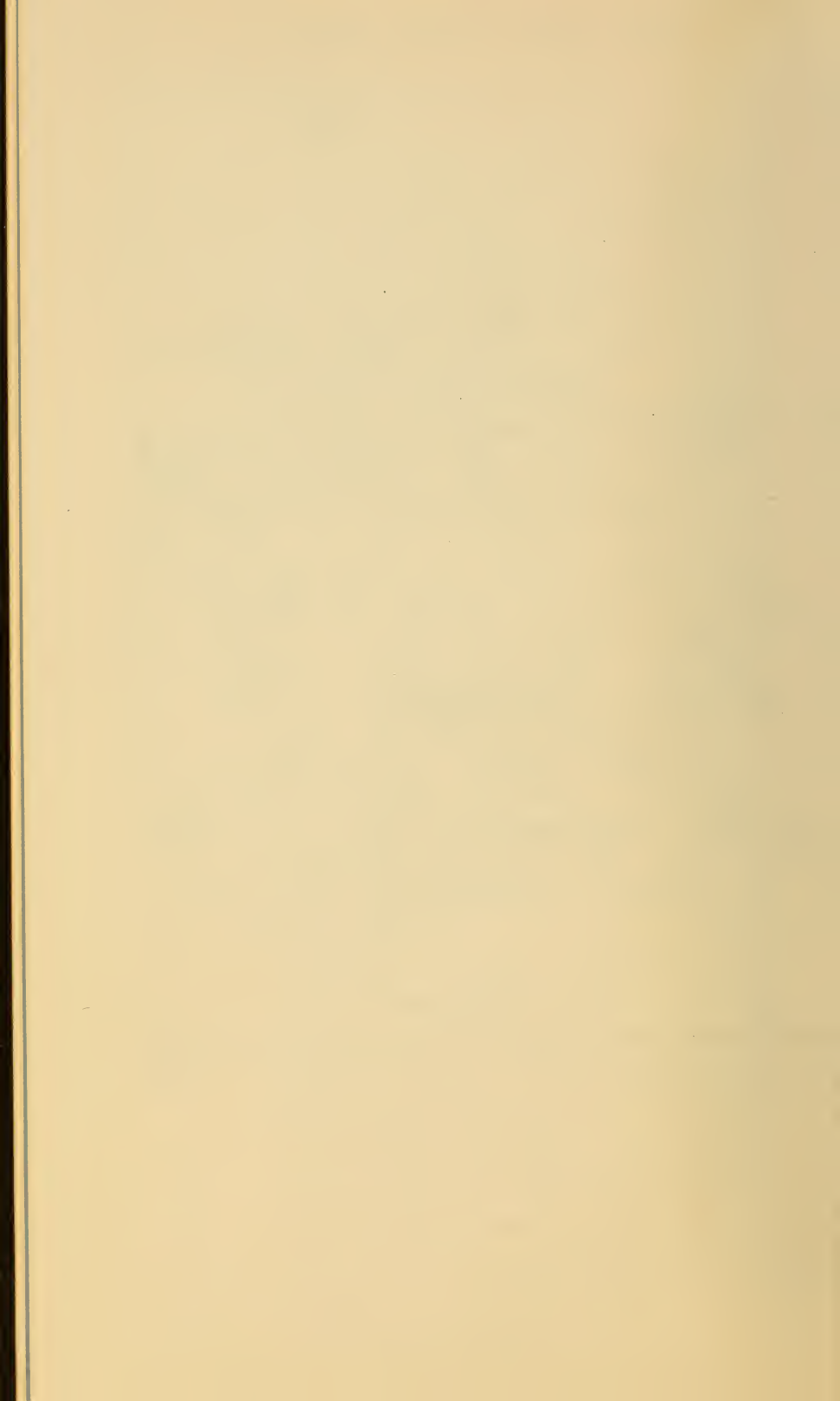
## Retail Trade Area

## Tracts Included

- |    |   |
|----|---|
| 1  | The western part of Tract 31.                                     |
| 2  | The eastern part of Tract 31.                                     |
| 3  | Tracts 17, 19, 21.  |
| 4  | Tracts 16, 22, 30, 32, 33.  |
| 5  | Tracts 43, 101-110 incl.  |
| 6  | Tracts 20, 41, 42, 44-48 incl., 50-53 incl., 64-70 incl., CH-120. |
| 7  | Tracts 49, 54-57 incl., 59-63 incl., 86-89 incl., 99, 100, F-21.  |
| 8  | Tracts 83-85 incl., 90-93 incl., 98.                              |
| 9  | Tracts 27-29 incl., 34-40 incl.                                   |
| 10 | Tracts 2, 3, 8-15 incl., 23-26 incl.                              |
| 11 | Tracts 1, 80-82 incl., 96, 97.                                    |
| 12 | 6b, 7, 75-79 incl., all Highland Park, all University Park.       |
| 13 | Tracts 6a, 71, 73, 74, 94, 95.                                    |
| 14 | Tracts 4a, 4b, 5, 18, 58, 72.                                     |

# SHOPPING AREAS







SPECIAL CENSUS OF BUSINESS: 1953  
DALLAS STANDARD METROPOLITAN AREA

INTRODUCTION

Authority for the census.--The 1953 Special Census of Business for the Dallas Metropolitan Area was conducted under the authority of Public Law 671 of the 80th Congress. The funds for this Census were derived in part from a special appropriation for making "spot checks" of business in lieu of conducting the complete Census of Business originally scheduled for 1953. The Dallas Chamber of Commerce made additional funds available to make possible the designation of intracity areas and the publication of data for such areas, identified in this report as census retail trade areas and shopping areas.

Purpose.--This special census was conducted, in part, to test new census procedures and to investigate the problems of identifying intracity areas and of providing intracity data for larger metropolitan areas in a complete census of business; in part, it was conducted to illustrate the growth and movement of business activity within such an area, and to provide data of value to local businesses and local governments.

Area covered.--This area, as defined by the United States Bureau of the Budget, Executive Office of the President, consists of all of Dallas County, Texas. This census includes all of the establishments in the trades specified below which were located within the Dallas Standard Metropolitan Area.

Kind-of-business coverage.--The establishments for which data are presented in this report are those primarily engaged in retail trade and, in addition, those identified as hotels, tourist courts, motion picture theaters, and automobile repair shops.

Period covered.--Establishments were requested to file reports based upon their business activity during the year 1953. However, in those cases where records were maintained on a fiscal year basis, reports were accepted for the fiscal year which most nearly coincided with the calendar year 1953.

Establishment basis.--The data presented herein are summaries of reports obtained from individual places of business. The "number of establishments" or "number of stores" shown in the various tables, consequently, are not counts of the number of different "companies" or "firms" but rather of the number of physical locations at which the kind of business specified is conducted. These counts do not represent the total number of establishments handling the commodity groups specified in the kind-of-business descriptions, since each establishment is counted only once in accordance with its principal trade or service activity.

Retail trade establishments.--Retail trade establishments, in this 1953 Special Census of Business, are defined to include places of business primarily engaged in selling merchandise for personal, household, or farm consumption. Other important characteristics of retail trade establishments are: They are recognizable places of business and are engaged in activities to attract the general public to buy; they buy or receive merchandise as well as sell; they render services or process only incidental to selling; they are considered retail by the trade. Not all characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

For purposes of this special census, retail establishments are classified as one of two types, namely, as "store" or "nonstore" establishments. This distinction was not made in previous business censuses. The data from the 1948 Census of Business presented in this publication have been retabulated on the 1953 basis.

Retail establishments--store type.--This type of retail establishment consists primarily of what is usually regarded as "stores," e.g., grocery stores, drug stores, hardware stores, department stores; however, in addition, this classification includes eating and drinking places, gasoline service stations, market stands (except farmers' stands), and lumber and coal yards.

Data for retail leased departments located in retail stores are combined with data for the store in which located and are not reported or counted as separate stores.

Retail establishments--nonstore type.--These establishments were included in the category of "stores" in the 1948 Census of Business. Included are establishments whose activity is selling at retail primarily by mail order, door-to-door canvass, route delivery, etc. A complete description of this type is included in the Appendix.

Service trade establishments.--The service trade establishments in the special census include hotels, tourist courts, motion picture theaters, and automobile repair shops. See section on "Service Kind-of-Business Classifications" in the Appendix for their definitions.

Kind of business.--Each establishment has been classified according to its major kind of business during the census year. The Appendix section on "Kind-of-Business Classifications" describes by business groups the important retail trades and the service trades which are included, as well as major differences in the classification system between the 1953 and 1948 Censuses.

Total sales and receipts.--Total sales and receipts represent the dollar total of customer transactions during 1953, whether or not payment was made in 1953. The total includes both sales of merchandise and receipts from services performed for customers, after deduction of refunds or allowances for merchandise returned by customers. The total includes receipts from repairs and from other services to customers but excludes amounts not received from customers, such as income from investments, rental of real estate, etc. It includes the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

The total figures shown in the tables in this report represent either total sales and receipts of all retail establishments or of "store" type retail establishments; in both cases the totals exclude the amount for the selected service trades which were covered by the census and for which separate data are shown. They do not include sales at retail accounted for by manufacturers, wholesalers, service establishments, or of other businesses whose primary activity is other than retail trade.

Establishment count.--The data on number of establishments shown in the tabulations for the 1953 Census represent the number in business at the close of 1953. Minor undercoverage which resulted from the fact that the Census was conducted after the close of 1953 is discussed below, under the heading "Problems of census coverage." In the case of a few multiestablishment companies the count may have included establishments not actually in business at the close of the year.

Enumeration methods.--The enumeration methods used in the 1953 Special Census of Business were specifically designed to insure that the coverage of establishments within the kind-of-business scope of the 1953 Census would be substantially comparable with the coverage in the 1948 Census of Business.

Both the 1953 and 1948 Censuses relied on a field canvass for eventual coverage of all business establishments. However, one modification in the 1953 procedure was the use, before the field canvass, of a mailing list of establishments having paid employment. This list was obtained from the Bureau of Old Age and Survivors Insurance of the Department of Health, Education, and Welfare. However, subsequent to the mailing of census report forms to this list of businesses, enumerators were required personally to list all business establishments within Dallas County and to leave reporting forms with those not identified as being on the mailing list. Previously, information obtained from this source has been used as a means of insuring completeness of coverage by individual enumerators, but has not been used to make the actual contact with potential respondents to a census.

Problems of census coverage.--The 1953 Special Census of Business was not conducted under the mandatory authority available to the Bureau of the Census and there were some establishments for which it was not possible to obtain completed reports. These establishments are, however, included in the tabulations with estimated receipts based on reports of similar establishments.

In the course of this canvass which was conducted after the end of the period covered by the data, a number of vacant premises were located--some or all of which may have housed in-scope business establishments during the year. Other premises occupied at the time of the canvass by establishments outside the scope of the census may have been occupied at the end of the year by businesses which were in the scope of the census. In both types of cases, difficulty in determining the facts concerning the 1953 occupancy or in locating 1953 occupants probably resulted in a small understatement in the count of places in business at the close of the year and in total 1953 sales volume.

1948 Census Post-Enumeration Survey.--A Post Enumeration Survey conducted as part of the latest complete nationwide census of business, which covered operations during the year 1948, measured the total undercoverage of retail establishments which, by definition, should have been included in the census. The following table indicates the undercoverage of retail establishments (in the 1948 Census of Business) caused by (1) failure of enumerators to list retail establishments--"enumerator misses"--and (2) omission of establishments in business on December 31, 1948, which went out of business before the census listing was begun--"late start of listing."

Component of undercoverage	Undercoverage of retail establishments--percent of 1948 Census of Business total	
	Sales	Number of establishments
Total.....	1.3	3.6
Enumerator misses.....	0.5	1.8
Late start of listing.....	0.8	1.8

Because the full-scale listing operation for the 1948 Census of Business did not begin until almost June 1949 and was not substantially completed until September 1949, whereas, the listing operation for this special census was started in mid-January 1954 and completed by the end of February, it is believed that the undercoverage caused by the late start of listing in the 1948 Census of Business has been reduced. On the other hand, the listing techniques used in this census were quite similar to those used in the 1948 Census, leading to the belief that undercoverage caused by "enumerator misses" probably is much the same as in the previous census. However, it should be noted that there was no post enumeration survey conducted for this special census; consequently, this conjecture is not subject to verification. A statement on the design and procedures of the 1948 Post Enumeration Survey and an explanation of the limitations of the findings may be found in volume II, Retail Trade, 1948 Census of Business.

Census retail trade areas (see map on page VI).--These are special purpose areas designed specifically for use in connection with the presentation of retail trade data. The actual areas used in this report were drawn up and approved by a subcommittee of the Dallas Census Tract Committee. The areas cover the cities of Dallas, University Park, Highland Park, Cockrell Hill, and Fruitdale. In all cases except Census Retail Trade Areas No. 1 and No. 2, the census retail trade areas are composed of one or more complete census tracts. Areas No. 1 and No. 2 are each part of Census Tract No. 31, which has been divided into two parts in order that data for the downtown business district of Dallas might be separately presented.



Census retail trade areas, by design, are intended to average over 400 retail establishments, although it is not required that each individual area have the minimum number of establishments.

One of the purposes served by the provision for areas averaging over 400 establishments is to make possible the publication of more detail by kind of business, without incurring the risk of disclosing information for individual businesses, than would be possible for areas with fewer establishments.

In the course of defining the census retail trade areas there was a strong feeling on the part of the committee doing the work that the rule which required adherence to established tract boundaries would result in the defining of areas which were not actually "trade areas" in the sense that businessmen usually use the term. The extent to which this affects the usefulness of the data must, of necessity, be left to users of the data.

Shopping areas.--The term "shopping areas" as used in this report covers concentrations of retail establishments, such as suburban shopping centers, "string streets" developments, and similar groupings. In defining the Dallas shopping areas, an attempt was made to separately identify each area having a concentration of eight or more retail establishments. In a few cases the areas defined had fewer than eight establishments. It is possible that some concentrations of eight or more establishments were not identified in the course of defining the shopping areas for this census. A field check was made, however, to provide assurance that all of the larger concentrations of stores were defined. Some of the areas which were defined, however, were not included in this report because data for them could not be published without disclosing the operations of some individual business.

For purposes of this special census, concentrations of business establishments which meet the following specifications were identified as shopping areas:

- (1) A concentration of eight or more establishments, whether located on one or both sides of the street of a single "block."
- (2) A concentration of five to seven stores in each of two adjacent "blocks," with a total of at least twelve stores in the two "blocks."
- (3) A block containing a store occupying more than half of the "block" (on either side of the street) is considered equivalent to a block with at least eight stores.

A "fringe" block, immediately adjacent to a block which meets the above specifications for inclusion in a shopping area, also is included in the shopping area provided that it has an establishment immediately adjacent to the block meeting the specifications.

As used above, a "block" includes both sides of a street between intersecting streets. The term "establishment," for purposes of the above specifications, covers business establishments primarily dealing with household consumers or farm purchasers, but not restricted as to kind of business. Thus, banks and other types of service establishments are counted, even though they are not within the scope of this or other censuses.

In the case of the shopping areas no rules were imposed which would require adherence to any previously defined boundary, such as a tract boundary. As a result, many of the shopping areas are composed of parts of two or more census tracts and a number of them are partially in two places--as in one city and an unincorporated part of the county. In using the data for shopping areas, it should be noted that Census Retail Trade Areas No. 1 and No. 2 may logically be considered shopping areas as well as census retail trade areas. Census Retail Trade Area No. 1 is the principal downtown business district of Dallas city. Census Retail Trade Area No. 2 is the remainder of the census tract which contains the principal downtown business district.

The standards for identifying shopping areas, which were adopted for purposes of the census, and the definitions used, were experimental. It is hoped that the findings of the 1953 Census will be helpful in exploring the shopping area problem and in leading to a system of identifying such areas in future censuses of business.

Comparison of 1953 and 1948 data.--The data from the 1948 Business Census shown in this report have been retabulated in accordance with the corporate boundaries of the various urban places as of the end of 1953. The purpose of this procedure is to make possible the comparison of change within identical geographic areas. The effect of this procedure is shown in the following table:

Item	Total retail trade	
	Percent change--1953 from 1948	
	1948 data based on 1948 boundaries	1948 data based on 1953 boundaries
Dallas County:		
Number of establishments.....	+20	+20
Total sales and receipts.....	+41	+41
Dallas city:		
Number of establishments.....	+22	+15
Total sales and receipts.....	+38	+35

Because there were no changes in the boundaries of the Dallas Standard Metropolitan Area (Dallas County) in the period between censuses, the results are identical on both bases. In Dallas city, despite a number of changes in corporate boundaries during the intercensal period, the effect on the data is not great. As an aid to those interested in the total changes within the incorporated areas, the previously published kind-of-business tabulations (Census of Business for 1948) for Dallas city, University Park, and Highland Park are reprinted in the Appendix of this report. Data were not published for other urban places in this metropolitan area as a part of the 1948 Census and, consequently, data based on the 1948 boundaries of such places are not available. As areas such as census retail trade areas and shopping areas were first defined in connection with the 1953 Special Census, all comparisons with 1948 are limited to the 1953 boundaries.

Effect of changes in kind-of-business classifications.--Because of disclosure problems incident to changing the kind-of-business classifications of certain types of retail establishments, particularly where the new distinction between "store" and "nonstore" types is involved, complete comparative data for important kinds of business cannot be published. It is believed that the gains in information using the new classifications will more than offset losses in comparability with previous censuses.

Kind-of-business groupings for shopping areas.--In order to present the maximum amount of useful data for shopping areas without disclosing information for individual establishments, it was necessary to devise new groupings by kind of business. These groupings, devised in consultation with a number of users of business census data, provide subtotals previously not found in census tabulations. For shopping areas with a sufficient number of stores, a three-way breakdown was used, namely, "convenience goods" stores, "shopping goods" stores, and "other retail" stores. In smaller shopping areas, the latter two groups are combined.

An examination of the data collected revealed that in almost every shopping area there was a group of "convenience goods" stores sufficiently large in number to permit publication for this category. Convenience goods stores were defined to include all stores in the "Food group" and the "Eating and drinking group," and also "Drug and proprietary stores," and "Liquor stores." "Shopping goods" stores were defined to include all stores in the "General merchandise group," in the "Apparel group," and in the "Furniture, furnishings, appliance group." It should be noted that "General stores," data for which often are published in combination with the "General merchandise group" to avoid disclosing individual business operations, are not included in the

category of "shopping goods" stores. The special groupings of retail stores, described above, have been used in the presentation of sales volume data. However, data on "number of establishments" in individual shopping areas are presented for the specific kinds of business in which they were classified.

The groupings of retail stores into "convenience goods," "shopping goods," and "other" store categories, like the defining of "shopping areas," has been an experimental operation and does not purport to provide the standard for future censuses. It is planned to further review these categories so as to assure that grouping of maximum general usefulness can be devised for future use.

Presentation of "nonstore" data.--In the tabulations for this report, "nonstore" retail establishments are included in the data for the Standard Metropolitan Area and for the cities. Whenever possible, they have been shown separately showing both "number of establishments" and "total sales and receipts" data. When publication of "total sales and receipts" data would have disclosed, directly or indirectly, the operations of an individual business, they have been withheld on the kind-of-business line, but included in the totals, in accordance with usual census practice.

In the tabulations of census retail trade areas and shopping areas, these "nonstore" retail establishments have been completely excluded, both from individual kind-of-business lines and from the totals.

Reporting form.--One report form was used for enumerating both the retail and service establishments included in this census. A reproduction of the form is included in the Appendix to this report.

Table 1.--RETAIL TRADE AND SELECTED SERVICE ESTABLISHMENTS, BY KIND OF BUSINESS: 1953 AND 1948

## DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Number of establishments		Percent change, 1953 from 1948	Sales and receipts (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
RETAIL TRADE						
Retail trade, total.....	7,166	5,986	+20	994,796	704,804	+41
Retail stores, total.....	7,106	5,946	+20	924,943	648,633	+43
Food group.....	1,328	1,308	+2	187,352	124,064	+51
Grocery stores, without fresh meat.....	150	210	-29	4,891	11,883	-59
Grocery stores, with fresh meat.....	1,077	990	+9	178,216	107,188	+66
Meat markets, fish (seafood) markets.....	16	19	-16	1,171	1,479	-21
Bakery products stores.....	39	27	+44	1,081	818	+32
All other food stores.....	46	62	-26	1,993	2,696	-26
Eating and drinking places.....	1,709	1,448	+18	69,136	47,779	+45
Eating places.....	1,298	1,021	+27	61,027	39,193	+56
Drinking places.....	411	427	-4	8,109	8,586	-6
General stores.....	10	23	-57	41,222	1,060	+15
General merchandise group.....	237	209	+13	140,785	(x)	-
Department stores.....	11	10	+10	112,843	(x)	-
Dry goods, general merchandise stores.....	107	76	+41	13,997	(x)	-
Variety stores.....	119	123	-3	13,945	(x)	-
Apparel group.....	440	337	+31	62,609	49,462	+27
Men's, boys' clothing, furnishings stores....	52	48	+8	11,537	8,359	+38
Family clothing stores.....	48	33	+45	13,391	11,165	+20
Women's ready-to-wear stores.....	149	97	+54	21,594	18,622	+16
Shoe stores.....	85	58	+47	8,699	6,505	+34
Children's, infants' wear stores.....	40	26	+54	2,377	1,246	+91
All other apparel stores.....	66	75	-12	5,011	3,565	+41
Furniture, furnishings, appliance group.....	391	305	+28	41,110	31,110	+32
Furniture stores.....	142	103	+38	19,930	14,665	+36
Floor coverings stores.....	28	20	+40	3,797	2,425	+57
Drapery, curtain, upholstery stores.....	19	11	+73	624	(x)	-
All other home furnishings stores.....	84	62	+35	3,666	(x)	-
Household appliance, radio, TV stores.....	118	109	+8	13,093	11,894	+10
Automotive group.....	415	280	+48	199,678	124,734	+60
Motor-vehicle dealers (new and used cars)....	80	53	+51	152,173	92,388	+65
Motor-vehicle dealers (used cars).....	200	147	+36	30,151	23,035	+31
Tire, battery, accessory dealers.....	112	69	+62	14,476	8,254	+75
All other automotive dealers.....	23	11	+109	2,878	1,057	+172
Gasoline service stations.....	862	606	+42	51,085	27,403	+86
Lumber, building, hardware group.....	378	260	+45	64,217	47,254	+36
Lumber yards, building materials dealers....	163	119	+37	46,415	35,823	+30
Hardware stores.....	83	73	+14	5,271	3,572	+48
Farm equipment dealers.....	10	9	+11	1,940	3,267	-41
All other building materials, equipment, and supply dealers.....	122	59	+107	10,591	4,592	+131
Drug and proprietary stores.....	250	221	+13	34,584	23,908	+45
Drug stores, with fountain.....	148	126	+17	26,082	17,585	+48
Drug stores, other.....	45	34	+32	6,196	4,015	+54
Proprietary stores.....	57	61	-7	2,306	2,308	0
Liquor stores.....	280	298	-6	28,407	19,507	+46
Secondhand stores.....	168	141	+19	6,745	3,918	+72
Other retail stores.....	638	510	+25	38,013	(x)	-
Feed, farm, garden supply stores.....	73	65	+12	5,002	4,180	+20
Jewelry stores.....	84	64	+31	10,661	9,329	+14
Book, stationery stores.....	27	23	+17	2,206	2,546	-13
Sporting goods, bicycle stores.....	36	26	+38	1,682	1,534	+10
Florists.....	134	96	+40	4,082	2,838	+44
Gift, novelty, souvenir stores.....	54	29	+86	1,158	890	+30
Music stores.....	42	34	+24	3,745	(x)	-
Camera, photographic supply stores.....	18	19	-5	2,295	1,714	+34
All other retail stores.....	170	154	+10	7,182	(x)	-
Retail nonstore establishments, total.....	60	40	+50	69,853	56,171	+24
SELECTED SERVICE TRADES						
Hotels.....	104	103	+1	15,312	(x)	-
Tourist courts.....	109	83	+31	2,648	1,983	+34
Motion picture theaters.....	77	76	+1	5,197	(x)	-
Automobile repair shops.....	413	433	-5	9,552	9,061	+5

x Withheld to avoid disclosure.



Table 1A.--SALES SIZE--DALLAS STANDARD METROPOLITAN AREA, BY KIND OF BUSINESS: 1953 AND 1948

## Stores and sales

Kind of business	All stores					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	7,106	5,946	+20	924,943	648,633	+43
Food group.....	1,328	1,308	+2	187,352	124,064	+51
Grocery stores.....	1,227	1,200	+2	183,107	119,071	+54
All other food stores.....	101	108	-6	4,245	4,993	-15
Eating and drinking places.....	1,709	1,448	+18	69,136	47,779	+45
General merchandise group (including general stores).....	247	232	+6	142,007	(x)	-
Apparel group.....	440	337	+31	62,609	49,462	+27
Furniture, furnishings, appliance group	391	305	+28	41,110	31,110	+32
Automotive group.....	415	280	+48	199,678	124,734	+60
Gasoline service stations.....	862	606	+42	51,085	27,403	+86
Lumber, building, hardware group.....	378	260	+45	64,217	47,254	+36
Drug and proprietary stores.....	250	221	+13	34,584	23,908	+45
Liquor stores.....	280	298	-6	28,407	19,507	+46
Other retail stores.....	806	651	+24	44,758	(x)	-
Feed, farm, garden supply stores....	73	65	+12	5,002	4,180	+20
Jewelry stores.....	84	64	+31	10,661	9,329	+14
All other retail stores.....	649	522	+24	29,095	(x)	-
Kind of business	Stores with annual sales of--					
	\$1,000,000 or more					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	135	75	+80	382,803	243,204	+57
Food group.....	46	9	+411	68,059	11,435	+495
Grocery stores.....	46	9	+411	68,059	11,435	+495
All other food stores.....	-	-	-	-	-	-
Eating and drinking places.....	2	-	-	(x)	-	-
General merchandise group (including general stores).....	14	13	+8	119,318	103,981	+15
Apparel group.....	11	10	+10	21,493	20,853	+3
Furniture, furnishings, appliance group	6	5	+20	9,286	7,506	+24
Automotive group.....	43	28	+54	144,241	84,942	+70
Gasoline service stations.....	-	-	-	-	-	-
Lumber, building, hardware group.....	10	8	+25	(x)	(x)	-
Drug, and proprietary stores.....	-	-	-	-	-	-
Liquor stores.....	-	-	-	-	-	-
Other retail stores.....	3	2	+50	4,094	(x)	-
Feed, farm, garden supply stores....	1	-	-	(x)	-	-
Jewelry stores.....	2	2	0	(x)	(x)	-
All other retail stores.....	-	-	-	-	-	-

x Withheld to avoid disclosure.



Table 1A.--SALES SIZE--DALLAS STANDARD METROPOLITAN AREA, BY KIND OF BUSINESS: 1953 AND 1948--Con.

## Stores and sales

Kind of business	Stores with annual sales of--					
	\$500,000 to \$999,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	133	117	+14	90,024	78,309	+15
Food group.....	40	53	-25	28,662	(x)	-
Grocery stores.....	40	52	-23	28,662	34,782	-18
All other food stores.....	-	1	-100	-	(x)	-
Eating and drinking places.....	10	3	+233	5,996	1,943	+209
General merchandise group (including general stores).....	7	3	+133	4,989	2,057	+143
Apparel group.....	6	9	-33	4,473	5,958	-25
Furniture,furnishings, appliance group	3	6	-50	2,175	3,953	-45
Automotive group.....	19	17	+12	13,253	12,495	+6
Gasoline service stations.....	2	-	-	(x)	-	-
Lumber, building, hardware group.....	21	15	+40	13,470	9,657	+39
Drug and proprietary stores.....	11	4	+175	6,642	2,089	+218
Liquor stores.....	2	2	0	(x)	(x)	-
Other retail stores.....	12	5	+140	7,672	3,321	+131
Feed, farm, garden supply stores....	1	1	0	(x)	(x)	-
Jewelry stores.....	4	2	+100	(x)	(x)	-
All other retail stores.....	7	2	+250	4,845	(x)	-
Kind of business	Stores with annual sales of--					
	\$300,000 to \$499,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	206	155	+33	78,371	59,502	+32
Food group.....	27	34	-21	(x)	13,044	-
Grocery stores.....	26	34	-24	10,288	13,044	-21
All other food stores.....	1	-	-	(x)	-	-
Eating and drinking places.....	17	9	+89	6,153	3,577	+72
General merchandise group (including general stores).....	9	5	+80	3,289	2,085	+58
Apparel group.....	21	14	+50	8,274	5,226	+58
Furniture,furnishings, appliance group	11	10	+10	4,342	3,796	+14
Automotive group.....	36	19	+89	13,577	7,249	+87
Gasoline service stations.....	8	3	+167	2,940	1,127	+161
Lumber, building, hardware group.....	29	24	+21	11,096	9,326	+19
Drug and proprietary stores.....	27	20	+35	10,679	7,553	+41
Liquor stores.....	13	3	+333	4,692	1,098	+327
Other retail stores.....	8	14	-43	(x)	5,421	-
Feed, farm, garden supply stores....	-	1	-100	-	(x)	-
Jewelry stores.....	6	5	+20	2,029	(x)	-
All other retail stores.....	2	8	-75	(x)	3,147	-

x Withheld to avoid disclosure.

Table 1A.--SALES SIZE--DALLAS STANDARD METROPOLITAN AREA, BY KIND OF BUSINESS: 1953 AND 1948--Con.

Stores and sales						
Kind of business	Stores with annual sales of--					
	\$100,000 to \$299,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	1,221	726	+68	191,158	118,671	+61
Food group.....	281	180	+56	43,216	28,179	+53
Grocery stores.....	272	171	+59	42,006	26,401	+59
All other food stores.....	9	9	0	1,210	1,778	-32
Eating and drinking places.....	111	74	+50	16,202	11,492	+41
General merchandise group (including general stores).....	48	25	+92	7,726	(x)	-
Apparel group.....	91	55	+65	14,595	8,948	+63
Furniture, furnishings, appliance group	89	42	+112	14,271	7,698	+85
Automotive group.....	135	75	+80	21,847	14,281	+53
Gasoline service stations.....	140	52	+169	20,484	7,551	+171
Lumber, building, hardware group.....	109	73	+49	16,978	11,893	+43
Drug and proprietary stores.....	62	52	+19	10,564	8,983	+18
Liquor stores.....	80	47	+70	13,732	(x)	-
Other retail stores.....	75	51	+47	11,543	8,283	+39
Feed, farm, garden supply stores....	9	7	+29	1,165	1,070	+9
Jewelry stores.....	8	8	0	1,353	1,367	-1
All other retail stores.....	58	36	+61	9,025	5,846	+54
Kind of business	Stores with annual sales of--					
	\$50,000 to \$99,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	1,484	1,067	+39	102,157	74,209	+38
Food group.....	342	277	+23	23,746	19,575	+21
Grocery stores.....	319	263	+21	22,229	18,648	+19
All other food stores.....	23	14	+64	1,517	927	+64
Eating and drinking places.....	206	158	+30	13,836	10,672	+30
General merchandise group (including general stores).....	60	48	+25	(x)	3,322	-
Apparel group.....	139	70	+99	9,807	5,099	+92
Furniture, furnishings, appliance group	106	69	+54	7,172	4,691	+53
Automotive group.....	61	51	+20	4,203	3,723	+13
Gasoline service stations.....	222	136	+63	15,042	9,359	+61
Lumber, building, hardware group.....	85	52	+63	6,085	3,640	+67
Drug and proprietary stores.....	72	39	+85	4,869	2,685	+81
Liquor stores.....	78	75	+4	(x)	5,052	-
Other retail stores.....	113	92	+23	7,656	6,391	+20
Feed, farm, garden supply stores....	17	17	0	1,137	1,170	-3
Jewelry stores.....	11	3	+267	788	240	+228
All other retail stores.....	85	72	+18	5,731	4,981	+15

x Withheld to avoid disclosure.

Table 1A.--SALES SIZE--DALLAS STANDARD METROPOLITAN AREA, BY KIND OF BUSINESS: 1953 AND 1948--Con.

## Stores and sales

Kind of business	Stores with annual sales of--					
	\$30,000 to \$49,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	1,071	990	+8	41,232	38,467	+7
Food group.....	188	251	-25	7,645	9,883	-23
Grocery stores.....	175	234	-25	7,199	9,237	-22
All other food stores.....	13	17	-24	446	646	-31
Eating and drinking places.....	246	212	+16	9,230	8,112	+14
General merchandise group (including general stores).....	31	37	-16	1,179	1,455	-19
Apparel group.....	64	45	+42	2,434	1,695	+44
Furniture, furnishings, appliance group	60	42	+43	2,270	1,636	+39
Automotive group.....	39	33	+18	1,483	1,312	+13
Gasoline service stations.....	168	141	+19	6,533	5,514	+18
Lumber, building, hardware group.....	43	27	+59	1,630	1,031	+58
Drug and proprietary stores.....	30	40	-25	1,168	1,588	-26
Liquor stores.....	54	76	-29	2,034	2,991	-32
Other retail stores.....	148	86	+72	5,626	3,250	+73
Feed, farm, garden supply stores....	19	18	+6	771	675	+14
Jewelry stores.....	14	8	+75	528	292	+81
All other retail stores.....	115	60	+92	4,327	2,283	+90
Kind of business	Stores with annual sales of--					
	\$20,000 to \$29,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	954	694	+37	22,108	17,104	+29
Food group.....	108	123	-12	2,635	3,050	-14
Grocery stores.....	90	110	-18	2,206	2,726	-19
All other food stores.....	18	13	+38	429	324	+32
Eating and drinking places.....	410	207	+98	9,237	5,059	+83
General merchandise group (including general stores).....	25	26	-4	661	645	+2
Apparel group.....	35	30	+17	838	761	+10
Furniture, furnishings, appliance group	37	36	+3	896	919	-2
Automotive group.....	24	14	+71	557	320	+74
Gasoline service stations.....	137	72	+90	3,150	1,768	+78
Lumber, building, hardware group.....	23	19	+21	543	465	+17
Drug and proprietary stores.....	12	23	-48	282	567	-50
Liquor stores.....	24	42	-43	581	1,054	-45
Other retail stores.....	119	102	+17	2,726	2,496	+9
Feed, farm, garden supply stores....	12	10	+20	278	256	+9
Jewelry stores.....	10	8	+25	237	187	+27
All other retail stores.....	97	84	+15	2,211	2,053	+8

Table 1A.--SALES SIZE--DALLAS STANDARD METROPOLITAN AREA, BY KIND OF BUSINESS: 1953 AND 1948--Con.

Kind of business	Stores and sales					
	Stores with annual sales of--					
	\$10,000 to \$19,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	888	929	-4	12,472	13,654	-9
Food group.....	144	150	-4	2,109	2,202	-4
Grocery stores.....	124	127	-2	1,835	1,885	-3
All other food stores.....	20	23	-13	274	317	-14
Eating and drinking places.....	325	330	-2	4,387	4,826	-9
General merchandise group (including general stores).....	33	35	-6	502	506	-1
Apparel group.....	39	44	-11	541	605	-11
Furniture, furnishings, appliance group	41	51	-20	561	741	-24
Automotive group.....	28	21	+33	393	296	+33
Gasoline service stations.....	78	107	-27	1,118	1,623	-31
Lumber, building, hardware group.....	32	22	+45	445	314	+42
Drug and proprietary stores.....	21	20	+5	302	314	-4
Liquor stores.....	16	25	-36	238	405	-41
Other retail stores.....	131	124	+6	1,876	1,822	+3
Feed, farm, garden supply stores....	4	7	-43	56	98	-43
Jewelry stores.....	19	14	+36	302	206	+47
All other retail stores.....	108	103	+5	1,518	1,518	0
Kind of business	Stores with annual sales of--					
	\$5,000 to \$9,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	479	526	-9	3,463	3,876	-11
Food group.....	83	103	-19	559	750	-25
Grocery stores.....	76	90	-16	512	662	-23
All other food stores.....	7	13	-46	47	88	-47
Eating and drinking places.....	163	200	-18	1,145	1,466	-22
General merchandise group (including general stores).....	12	17	-29	79	128	-38
Apparel group.....	18	33	-45	115	245	-53
Furniture, furnishings, appliance group	14	14	0	93	101	-8
Automotive group.....	12	12	0	80	89	-10
Gasoline service stations.....	56	43	+30	570	315	+81
Lumber, building, hardware group.....	16	9	+78	115	65	+77
Drug and proprietary stores.....	9	13	-31	60	104	-42
Liquor stores.....	7	9	-22	54	70	-23
Other retail stores.....	89	73	+22	593	543	+9
Feed, farm, garden supply stores....	3	2	+50	(x)	(x)	-
Jewelry stores.....	9	9	0	55	(x)	-
All other retail stores.....	77	62	+24	(x)	461	-

x Withheld to avoid disclosure.

## DALLAS STANDARD METROPOLITAN AREA

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Table 1A.--SALES SIZE--DALLAS STANDARD METROPOLITAN AREA, BY KIND OF BUSINESS: 1953 AND 1948--Con.

## Stores and sales

Kind of business	Stores with annual sales of--					
	\$2,000 to \$4,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	332	381	-13	994	1,347	-26
Food group.....	44	77	-43	(x)	251	-
Grocery stores.....	35	65	-46	97	211	-34
All other food stores.....	9	12	-25	(x)	40	-
Eating and drinking places.....	135	135	0	389	512	-24
General merchandise group (including general stores).....	4	15	-73	13	50	-74
Apparel group.....	11	18	-39	34	60	-43
Furniture, furnishings, appliance group	12	18	-33	36	56	-36
Automotive group.....	12	6	+100	40	20	+100
Gasoline service stations.....	34	36	-6	115	132	-13
Lumber, building, hardware group.....	7	7	0	20	24	-17
Drug and proprietary stores.....	6	6	0	18	19	-5
Liquor stores.....	3	14	-79	10	48	-79
Other retail stores.....	64	49	+31	(x)	175	-
Feed, farm, garden supply stores....	3	-	-	(x)	-	-
Jewelry stores.....	1	3	-67	(x)	12	-
All other retail stores.....	60	46	+30	186	163	+14
Kind of business	Stores with annual sales of--					
	Less than \$2,000					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	203	286	-29	161	290	-44
Food group.....	25	51	-51	(x)	(x)	-
Grocery stores.....	24	45	-47	14	40	-65
All other food stores.....	1	6	-83	(x)	(x)	-
Eating and drinking places.....	84	120	-30	(x)	120	-
General merchandise group (including general stores).....	4	8	-50	(x)	(x)	-
Apparel group.....	5	9	-44	5	12	-58
Furniture, furnishings, appliance group	12	12	0	6	13	-54
Automotive group.....	6	4	+50	4	7	-43
Gasoline service stations.....	17	16	+6	(x)	14	-
Lumber, building, hardware group.....	3	4	-25	(x)	(x)	-
Drug and proprietary stores.....	-	4	-100	-	6	-100
Liquor stores.....	3	5	-40	(x)	(x)	-
Other retail stores.....	44	53	-17	31	54	-43
Feed, farm, garden supply stores....	4	2	+100	3	(x)	-
Jewelry stores.....	-	2	-100	-	(x)	-
All other retail stores.....	40	49	-18	28	51	-45

x Withheld to avoid disclosure.



Table 2.--RETAIL TRADE AND SELECTED SERVICE ESTABLISHMENTS FOR SELECTED CITIES.  
BY KIND OF BUSINESS: 1953 AND 1948

## CITY OF DALLAS

## Establishments and receipts

Kind of business	Number of establishments		Percent change, 1953 from 1948	Sales and receipts (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
RETAIL TRADE						
Retail trade, total.....	5,769	5,031	+15	859,790	638,595	+35
Retail stores, total.....	5,718	4,995	+14	797,499	587,682	+36
Food group.....	998	1,062	-6	148,448	102,345	+45
Grocery stores, without fresh meat.....	98	160	-39	3,700	10,007	-63
Grocery stores, with fresh meat.....	818	809	+1	141,188	87,716	+61
Meat markets, fish (seafood) markets.....	13	15	-13	875	(x)	-
Bakery products stores.....	31	22	+41	951	(x)	-
All other food stores.....	38	56	-32	1,734	2,652	-35
Eating and drinking places.....	1,536	1,309	+17	63,783	44,406	+44
Eating places.....	1,144	904	+27	56,144	36,140	+55
Drinking places.....	392	405	-3	7,639	8,266	-8
General stores.....	6	6	0	(x)	(x)	-
General merchandise group.....	178	161	+11	131,140	(x)	-
Department stores.....	10	10	0	(x)	(x)	-
Dry goods general merchandise stores.....	78	50	+56	(x)	(x)	-
Variety stores.....	90	101	-11	12,420	(x)	-
Apparel group.....	354	286	+24	55,271	46,127	+20
Men's, boys' clothing, furnishings stores....	45	41	+10	11,032	(x)	-
Family clothing stores (used cars).....	42	32	+31	11,015	(x)	-
Women's ready-to-wear stores.....	107	73	+47	18,361	(x)	-
Shoe stores.....	73	53	+38	7,940	6,337	+24
All other apparel stores.....	87	87	0	6,923	4,573	+51
Furniture, furnishings, appliance group.....	313	258	+21	34,463	28,594	+21
Furniture stores.....	115	86	+34	17,935	(x)	-
Other home furnishings stores.....	118	86	+37	6,708	(x)	-
Household appliance, radio, TV stores.....	80	86	-7	9,820	10,769	-9
Automotive group.....	346	240	+44	181,318	119,124	+52
Motor-vehicle dealers (new and used cars)....	59	39	+51	137,873	88,218	+56
Motor-vehicle dealers (used cars).....	178	139	+28	28,449	22,736	+25
Tire, battery, accessory dealers.....	87	52	+67	(x)	(x)	-
All other automotive dealers.....	22	10	+120	(x)	(x)	-
Gasoline service stations.....	599	440	+36	37,403	21,573	+73
Lumber, building, hardware group.....	283	196	+44	50,872	38,132	+33
Lumber, building materials dealers.....	117	84	+39	36,103	30,028	+20
Hardware stores.....	59	49	+20	3,410	2,264	+51
Farm equipment dealers.....	10	8	+25	1,940	(x)	-
All other building materials, equipment, and supply dealers.....	97	55	+76	9,419	(x)	-
Drug and proprietary stores.....	201	182	+10	28,188	(x)	-
Drug stores.....	153	130	+18	26,129	17,860	+46
Proprietary stores.....	48	52	-8	2,059	(x)	-
Liquor stores.....	269	291	-8	26,690	19,172	+39
Secondhand stores.....	138	135	+2	(x)	3,874	-
Other retail stores.....	497	429	+16	33,523	29,271	+15
Feed, farm, garden supply stores.....	40	43	-7	2,816	3,297	-15
Jewelry stores.....	66	55	+20	10,302	9,184	+12
Book, stationery stores.....	20	21	-5	1,972	(x)	-
Sporting goods, bicycle stores.....	28	23	+22	1,517	1,457	+4
Florists.....	109	78	+40	3,594	(x)	-
Cigar stores and stands.....	20	21	-5	406	(x)	-
Gift, novelty, souvenir stores.....	42	24	+75	972	642	+51
Music stores.....	38	31	+23	3,663	2,640	+39
Camera, photographic supply stores.....	14	17	-18	2,114	(x)	-
All other retail stores.....	120	116	+3	6,167	4,738	+30
Retail nonstore establishments, total.....	51	36	+42	62,291	50,913	+22
SELECTED SERVICE TRADES						
Hotels.....	101	102	-1	15,143	12,102	+25
Tourist courts.....	89	71	+25	2,409	1,872	+29
Motion picture theaters.....	62	58	+7	4,584	6,127	-25
Automobile repair shops.....	314	369	-15	8,481	8,223	+3

x Withheld to avoid disclosure.

Table 2.--RETAIL TRADE AND SELECTED SERVICE ESTABLISHMENTS FOR SELECTED CITIES,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued

## Establishments and receipts

Kind of business	Number of establishments		Percent change, 1953 from 1948	Sales and receipts (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
UNIVERSITY PARK, TEXAS						
RETAIL TRADE						
Retail trade, total.....	162	115	+41	23,681	12,318	+92
Food group.....	22	20	+10	7,017	6,322	+11
Eating and drinking places.....	13	12	+8	955	487	+96
General merchandise group, general stores.....	7	3	+133	4,784	(x)	-
Apparel group.....	30	18	+67	2,455	991	+148
Furniture, furnishings, appliance group.....	20	10	+100	3,153	891	+254
Automotive group.....	3	2	+50	(x)	(x)	-
Gasoline service stations.....	22	16	+38	2,009	1,156	+74
Lumber, building, hardware group.....	9	4	+125	(x)	153	-
Drug and proprietary stores.....	9	9	0	1,818	1,484	+23
All other retail stores <sup>1</sup> .....	27	21	+29	894	(x)	-
GRAND PRAIRIE, TEXAS						
RETAIL TRADE						
Retail trade, total.....	224	154	+45	20,674	10,531	+96
Food group.....	34	35	-3	6,600	3,456	+91
Eating and drinking places.....	36	30	+20	823	742	+11
General merchandise group, general stores.....	11	10	+10	1,570	462	+240
Apparel group.....	14	6	+133	656	166	+295
Furniture, furnishings, appliance group.....	17	9	+89	1,060	462	+129
Automotive group.....	20	10	+100	5,174	936	+453
Gasoline service stations.....	35	24	+46	1,451	741	+96
Lumber, building, hardware group.....	15	9	+67	1,545	2,660	-42
Drug and proprietary stores.....	8	5	+60	955	526	+82
All other retail stores <sup>2</sup> .....	34	16	+113	840	380	+121
SELECTED SERVICE TRADES						
Hotels.....	2	1	+100	(x)	(x)	-
Tourist courts.....	7	5	+40	74	52	+42
Motion picture theaters.....	2	2	0	(x)	(x)	-
Automobile repair shops.....	23	13	+77	243	114	+113
GARLAND, TEXAS						
RETAIL TRADE						
Retail trade, total.....	178	96	+85	20,667	6,813	+203
Food group.....	29	16	+81	5,342	1,255	+326
Eating and drinking places.....	25	15	+67	590	289	+104
General merchandise group, general stores.....	8	5	+60	1,205	270	+346
Apparel group.....	13	5	+160	467	96	+386
Furniture, furnishings, appliance group.....	13	7	+86	897	416	+116
Automotive group.....	17	11	+55	7,402	2,167	+242
Gasoline service stations.....	29	18	+61	1,958	810	+142
Lumber, building, hardware group.....	15	8	+88	1,047	926	+13
Drug and proprietary stores.....	6	3	+100	959	275	+249
All other retail stores <sup>3</sup> .....	23	8	+188	800	309	+159
SELECTED SERVICE TRADES						
Tourist courts.....	1	1	0	(x)	(x)	-
Motion picture theaters.....	3	2	+50	(x)	(x)	-
Automobile repair shops.....	10	7	+43	157	90	+74

x Withheld to avoid disclosure.

<sup>1</sup> 1953 data include 2 retail nonstore establishments; 1948 data include 1 retail nonstore establishment.<sup>2</sup> 1953 and 1948 data include 1 retail nonstore establishment.<sup>3</sup> 1953 data include 2 retail nonstore establishments.

Table 2.--RETAIL TRADE AND SELECTED SERVICE ESTABLISHMENTS FOR SELECTED CITIES,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued

Establishments and receipts						
Kind of business	Number of establishments		Percent change, 1953 from 1948	Sales and receipts (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
IRVING, TEXAS						
RETAIL TRADE						
Retail trade, total.....	138	81	+70	15,574	5,107	+205
Food group.....	28	20	+40	5,215	1,474	+254
Eating and drinking places.....	13	11	+18	286	214	+34
General merchandise group, general stores.....	5	3	+67	474	308	+54
Apparel group.....	6	3	+100	416	63	+560
Furniture, furnishings, appliance group.....	9	7	+29	504	304	+66
Automotive group.....	11	5	+120	2,750	539	+410
Gasoline service stations.....	29	13	+123	1,117	479	+133
Lumber, building, hardware group.....	12	5	+140	3,391	1,148	+195
Drug and proprietary stores.....	5	3	+67	901	234	+285
All other retail stores <sup>1</sup> .....	20	11	+82	520	344	+51
SELECTED SERVICE TRADES						
Motion picture theaters.....	1	2	-50	(x)	(x)	-
Automobile repair shops.....	11	5	+120	119	155	-23
HIGHLAND PARK, TEXAS						
RETAIL TRADE						
Retail trade, total.....	66	55	+20	13,244	10,731	+23
Food group.....	7	10	-30	4,397	5,145	-15
Eating and drinking places.....	7	4	+75	976	568	+72
General merchandise group, general stores.....	4	3	+33	289	(x)	-
Apparel group.....	15	13	+15	3,199	(x)	-
Furniture, furnishings, appliance group.....	5	3	+67	158	173	-9
Automotive group.....	1	-	-	(x)	-	-
Gasoline service stations.....	7	6	+17	1,075	(x)	-
Lumber, building, hardware group.....	4	3	+33	719	348	+107
Drug and proprietary stores.....	2	2	0	(x)	(x)	-
All other retail stores <sup>1</sup> .....	14	11	+27	940	(x)	-
CARROLLTON, TEXAS						
RETAIL TRADE						
Retail trade, total.....	42	28	+50	4,138	2,554	+62
Food group.....	8	5	+60	1,068	721	+48
Eating and drinking places.....	2	2	0	(x)	(x)	-
General merchandise group, general stores.....	5	3	+67	501	158	+217
Apparel group.....	-	1	-	-	(x)	-
Furniture, furnishings, appliance group.....	3	1	+200	142	(x)	-
Automotive group.....	6	2	+200	982	(x)	-
Gasoline service stations.....	9	6	+50	304	147	+107
Lumber, building, hardware group.....	3	5	-40	812	486	+67
Drug and proprietary stores.....	2	2	0	(x)	(x)	-
All other retail stores.....	4	1	+300	83	(x)	-
SELECTED SERVICE TRADES						
Hotels.....	1	-	-	(x)	-	-
Motion picture theaters.....	1	1	0	(x)	(x)	-
Automobile repair shops.....	1	-	-	(x)	-	-

x Withheld to avoid disclosure.

<sup>1</sup> 1953 data include 1 retail nonstore establishment.



Table 2.--RETAIL TRADE AND SELECTED SERVICE ESTABLISHMENTS FOR SELECTED CITIES,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued

## Establishments and receipts

Kind of business	Number of establishments		Percent change, 1953 from 1948	Sales and receipts (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
LANCASTER, TEXAS						
RETAIL TRADE						
Retail trade, total.....	35	23	+52	2,898	1,565	+85
Food group.....	9	7	+29	578	375	+54
Eating and drinking places.....	4	1	+300	77	(x)	-
General merchandise group, general stores.....	2	2	0	(x)	(x)	-
Apparel group.....	1	-	-	(x)	-	-
Furniture, furnishings, appliance group.....	2	1	+100	(x)	(x)	-
Automotive group.....	3	2	+50	(x)	(x)	-
Gasoline service stations.....	7	5	+40	312	46	+578
Lumber, building, hardware group.....	4	3	+33	390	348	+12
Drug and proprietary stores.....	2	1	+100	(x)	(x)	-
All other retail stores.....	1	1	0	(x)	(x)	-
SELECTED SERVICE TRADES						
Motion picture theaters.....	1	-	-	(x)	-	-
Automobile repair shops.....	2	1	+100	(x)	(x)	-
COCKRELL HILL, TEXAS						
RETAIL TRADE						
Retail trade, total.....	31	23	+35	2,873	963	+198
Food group.....	7	9	-22	988	480	+106
Eating and drinking places.....	2	1	+100	(x)	(x)	-
General merchandise group, general stores.....	1	3	-67	(x)	(x)	-
Apparel group.....	1	2	-50	(x)	(x)	-
Furniture, furnishings, appliance group.....	3	2	+50	180	(x)	-
Automotive group.....	2	-	-	(x)	-	-
Gasoline service stations.....	5	3	+67	283	144	+97
Lumber, building, hardware group.....	3	1	+200	255	(x)	-
Drug and proprietary stores.....	2	2	0	(x)	(x)	-
All other retail stores <sup>1</sup> .....	5	-	-	868	-	-
SELECTED SERVICE TRADES						
Motion picture theaters.....	-	1	-	-	(x)	-
Automobile repair shops.....	5	2	+150	74	(x)	-
MESQUITE, TEXAS						
RETAIL TRADE						
Retail trade, total.....	52	35	+49	2,221	1,323	+68
Food group.....	12	10	+20	718	545	+32
Eating and drinking places.....	5	5	0	127	42	+202
General merchandise group, general stores.....	3	3	0	118	97	+22
Apparel group.....	4	1	+300	65	(x)	-
Furniture, furnishings, appliance group.....	-	1	-	-	(x)	-
Automotive group.....	1	1	0	(x)	(x)	-
Gasoline service stations.....	11	4	+175	342	140	+144
Lumber, building, hardware group.....	6	5	+20	589	354	+66
Drug and proprietary stores.....	2	3	-33	(x)	(x)	-
All other retail stores.....	8	2	+300	63	(x)	-
SELECTED SERVICE TRADES						
Motion picture theaters.....	1	1	0	(x)	(x)	-
Automobile repair shops.....	5	4	+25	58	51	+14

x Withheld to avoid disclosure.

<sup>1</sup> 1953 data include 1 retail nonstore establishment.

Table 2.--RETAIL TRADE AND SELECTED SERVICE ESTABLISHMENTS FOR SELECTED CITIES,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued

## Establishments and receipts

Kind of business	Number of establishments		Percent change, 1953 from 1948	Sales and receipts (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
SEAGOVILLE, TEXAS						
RETAIL TRADE						
Retail trade, total.....	38	17	+124	1,170	322	+263
Food group.....	10	5	+100	420	99	+324
Eating and drinking places.....	6	2	+200	106	(x)	-
General merchandise group, general stores.....	4	-	-	143	-	-
Apparel group.....	-	-	-	-	-	-
Furniture, furnishings, appliance group.....	-	-	-	-	-	-
Automotive group.....	1	1	0	(x)	(x)	-
Gasoline service stations.....	8	7	+14	234	69	+239
Lumber, building, hardware group.....	2	1	+100	(x)	(x)	-
Drug and proprietary stores.....	2	1	+100	(x)	(x)	-
All other retail stores.....	5	-	-	63	-	-
SELECTED SERVICE TRADES						
Motion picture theaters.....	1	-	-	(x)	-	-
Automobile repair shops.....	6	-	-	89	-	-

x Withheld to avoid disclosure.

Table 2A.--SALES SIZE--CITY OF DALLAS, BY KIND OF BUSINESS: 1953 AND 1948

## Stores and sales

Kind of business	All stores					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	5,718	4,995	+14	797,499	587,682	+36
Food group.....	998	1,062	-6	148,448	102,345	+45
Grocery stores.....	916	969	-5	144,888	97,723	+48
All other food stores.....	82	93	-12	3,560	4,622	-23
Eating and drinking places.....	1,536	1,309	+17	63,783	44,406	+44
General merchandise group (including general stores).....	184	167	+10	(x)	(x)	-
Apparel group.....	354	286	+24	55,271	46,127	+20
Furniture,furnishings,appliance group.	313	258	+21	34,463	28,594	+21
Automotive group.....	346	240	+44	181,318	119,124	+52
Gasoline service stations.....	599	440	+36	37,403	21,573	+73
Lumber, building, hardware group.....	283	196	+44	50,872	38,132	+33
Drug and proprietary stores.....	201	182	+10	28,188	(x)	-
Liquor stores.....	269	291	-8	26,690	19,172	+39
Other retail stores.....	635	564	+13	(x)	33,145	-
Feed, farm, garden supply stores....	40	43	-7	2,816	3,297	-15
Jewelry stores.....	66	55	+20	10,302	9,184	+12
All other retail stores.....	529	466	+14	(x)	20,664	-
Kind of business	Stores with annual sales of--					
	\$1,000,000 or more					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	114	74	+54	352,228	(x)	-
Food group.....	37	9	+311	55,609	11,435	+386
Grocery stores.....	37	9	+311	55,609	11,435	+386
All other food stores.....	-	-	-	-	-	-
Eating and drinking places.....	2	-	-	(x)	-	-
General merchandise group (including general stores).....	13	13	0	(x)	103,981	-
Apparel group.....	10	10	0	(x)	20,853	-
Furniture,furnishings,appliance group.	6	5	+20	9,286	7,506	+24
Automotive group.....	36	28	+29	135,607	84,942	+60
Gasoline service stations.....	-	-	-	-	-	-
Lumber, building, hardware group.....	8	7	+14	(x)	(x)	-
Drug and proprietary stores.....	-	-	-	-	-	-
Liquor stores.....	-	-	-	-	-	-
Other retail stores.....	2	2	0	(x)	(x)	-
Feed, farm, garden supply stores....	-	-	-	-	-	-
Jewelry stores.....	2	2	0	(x)	(x)	-
All other retail stores.....	-	-	-	-	-	-

x Withheld to avoid disclosure.

Table 2A.--SALES SIZE--CITY OF DALLAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

Stores and sales						
Kind of business	Stores with annual sales of--					
	\$500,000 to \$999,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	109	98	+11	73,108	65,762	+11
Food group.....	31	39	-21	21,836	(x)	-
Grocery stores.....	31	38	-18	21,836	25,699	-15
All other food stores.....	-	1	-100	-	(x)	-
Eating and drinking places.....	10	3	+233	5,996	1,943	+209
General merchandise group (including general stores).....	5	3	+67	(x)	2,057	-
Apparel group.....	5	8	-38	(x)	(x)	-
Furniture, furnishings, appliance group.	3	6	-50	2,175	3,953	-45
Automotive group.....	14	15	-7	9,781	(x)	-
Gasoline service stations.....	-	-	-	-	-	-
Lumber, building, hardware group.....	19	14	+38	(x)	(x)	-
Drug and proprietary stores.....	9	3	+200	(x)	(x)	-
Liquor stores.....	2	2	0	(x)	(x)	-
Other retail stores.....	11	5	+120	(x)	3,321	-
Feed, farm, garden supply stores....	1	1	0	(x)	(x)	-
Jewelry stores.....	4	2	+100	(x)	(x)	-
All other retail stores.....	6	2	+200	(x)	(x)	-
Kind of business	Stores with annual sales of--					
	\$300,000 to \$499,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	169	138	+22	63,691	52,938	+20
Food group.....	17	26	-35	(x)	9,906	-
Grocery stores.....	16	26	-38	6,175	9,906	-38
All other food stores.....	1	-	-	(x)	-	-
Eating and drinking places.....	16	9	+78	(x)	3,577	-
General merchandise group (including general stores).....	9	5	+80	3,289	2,085	+58
Apparel group.....	21	14	+50	8,274	5,226	+58
Furniture, furnishings, appliance group.	8	10	-20	3,066	3,796	-19
Automotive group.....	29	16	+81	10,807	6,159	+75
Gasoline service stations.....	5	3	+67	1,929	1,127	+71
Lumber, building, hardware group.....	22	21	+5	8,410	8,100	+4
Drug and proprietary stores.....	22	17	+29	8,564	6,443	+33
Liquor stores.....	12	3	+300	(x)	1,098	-
Other retail stores.....	8	14	-43	(x)	5,421	-
Feed, farm, garden supply stores....	-	1	-100	-	(x)	-
Jewelry stores.....	6	5	+20	2,029	(x)	-
All other retail stores.....	2	8	-75	(x)	3,147	-

x Withheld to avoid disclosure.

Table 2A.--SALES SIZE--CITY OF DALLAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## Stores and sales

Kind of business	Stores with annual sales of--					
	\$100,000 to \$299,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	1,036	624	+66	162,667	101,997	+59
Food group.....	240	158	+52	(x)	(x)	-
Grocery stores.....	233	150	+55	36,350	23,121	+57
All other food stores.....	7	8	-12	(x)	(x)	-
Eating and drinking places.....	104	69	+51	15,073	10,472	+44
General merchandise group (including general stores).....	35	16	+119	5,767	2,605	+121
Apparel group.....	75	48	+56	11,843	7,588	+56
Furniture,furnishings,appliance group.....	71	37	+92	11,286	6,875	+64
Automotive group.....	118	65	+82	19,607	12,285	+60
Gasoline service stations.....	110	43	+156	16,216	6,231	+160
Lumber, building, hardware group.....	85	50	+70	13,116	8,114	+62
Drug and proprietary stores.....	52	44	+18	8,686	7,761	+12
Liquor stores.....	73	45	+62	12,523	(x)	-
Other retail stores.....	73	49	+49	(x)	(x)	-
Feed, farm, garden supply stores....	7	6	+17	(x)	(x)	-
Jewelry stores.....	8	8	0	1,353	1,367	-1
All other retail stores.....	58	35	+66	9,025	(x)	-
Kind of business	Stores with annual sales of--					
	\$50,000 to \$99,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	1,191	911	+31	81,955	63,480	+29
Food group.....	261	240	+9	(x)	16,949	-
Grocery stores.....	240	226	+6	16,590	16,022	+4
All other food stores.....	21	14	+50	(x)	927	-
Eating and drinking places.....	189	150	+26	12,674	10,099	+25
General merchandise group (including general stores).....	39	35	+11	(x)	(x)	-
Apparel group.....	115	64	+80	8,191	4,688	+75
Furniture,furnishings,appliance group.....	80	56	+43	5,516	3,731	+48
Automotive group.....	49	41	+20	3,395	3,007	+13
Gasoline service stations.....	174	107	+63	11,633	7,462	+56
Lumber, building, hardware group.....	60	32	+88	4,366	2,224	+96
Drug and proprietary stores.....	57	30	+90	3,884	2,077	+87
Liquor stores.....	76	75	+1	(x)	(x)	-
Other retail stores.....	91	81	+12	6,223	5,622	+11
Feed, farm, garden supply stores....	10	11	-9	680	767	-11
Jewelry stores.....	10	3	+233	(x)	240	-
All other retail stores.....	71	67	+6	(x)	4,615	-

x Withheld to avoid disclosure.

Table 2A.--SALES SIZE--CITY OF DALLAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## Stores and sales

Kind of business	Stores with annual sales of--					
	\$30,000 to \$49,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	853	830	+3	33,043	32,160	+3
Food group.....	130	198	-34	5,463	7,768	-30
Grocery stores.....	121	184	-34	5,147	7,227	-29
All other food stores.....	9	14	-36	316	541	-42
Eating and drinking places.....	220	196	+12	8,248	7,506	+10
General merchandise group (including general stores).....	19	25	-24	733	991	-26
Apparel group.....	56	42	+33	2,135	1,579	+35
Furniture, furnishings, appliance group.....	48	30	+60	1,831	1,157	+58
Automotive group.....	33	27	+22	(x)	1,078	-
Gasoline service stations.....	116	109	+6	4,567	4,210	+8
Lumber, building, hardware group.....	33	19	+74	1,246	(x)	-
Drug and proprietary stores.....	25	33	-24	975	1,307	-25
Liquor stores.....	54	74	-27	2,034	(x)	-
Other retail stores.....	119	77	+55	(x)	2,937	-
Feed, farm, garden supply stores....	13	14	-7	545	542	+1
Jewelry stores.....	12	8	+50	458	292	+57
All other retail stores.....	94	55	+71	(x)	2,103	-
Kind of business	Stores with annual sales of--					
	\$20,000 to \$29,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	743	565	+32	17,179	13,903	+24
Food group.....	76	97	-22	(x)	(x)	-
Grocery stores.....	60	85	-29	1,460	2,095	-30
All other food stores.....	16	12	+33	(x)	(x)	-
Eating and drinking places.....	368	188	+96	8,271	4,603	+80
General merchandise group (including general stores).....	19	16	+19	(x)	395	-
Apparel group.....	24	21	+14	582	523	+11
Furniture, furnishings, appliance group.....	29	30	-3	696	763	-9
Automotive group.....	20	11	+82	462	254	+82
Gasoline service stations.....	79	47	+68	1,839	1,164	+58
Lumber, building, hardware group.....	13	16	-19	305	389	-22
Drug and proprietary stores.....	8	20	-60	195	486	-60
Liquor stores.....	23	40	-42	(x)	(x)	-
Other retail stores.....	84	79	+6	1,918	1,938	-1
Feed, farm, garden supply stores....	4	2	+100	91	(x)	-
Jewelry stores.....	5	5	-	115	(x)	-
All other retail stores.....	75	72	+4	1,712	1,770	-3

x Withheld to avoid disclosure.



Table 2A.--SALES SIZE--CITY OF DALLAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## Stores and sales

Kind of business	Stores with annual sales of--					
	\$10,000 to \$19,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	707	772	-8	9,943	11,389	-13
Food group.....	104	118	-12	1,531	1,762	-13
Grocery stores.....	88	100	-12	1,309	1,512	-13
All other food stores.....	16	18	-11	222	250	-11
Eating and drinking places.....	281	298	-6	3,803	4,366	-13
General merchandise group (including general stores).....	28	24	+17	440	351	+25
Apparel group.....	24	30	-20	333	407	-18
Furniture, furnishings, appliance group.....	36	46	-22	485	663	-27
Automotive group.....	23	18	+28	324	254	+28
Gasoline service stations.....	51	70	-27	732	1,082	-32
Lumber, building, hardware group.....	23	18	+28	315	256	+23
Drug and proprietary stores.....	16	17	-6	228	269	-15
Liquor stores.....	16	24	-33	238	(x)	-
Other retail stores.....	105	109	-4	1,514	(x)	-
Feed, farm, garden supply stores....	2	5	-60	(x)	(x)	-
Jewelry stores.....	14	10	+40	(x)	(x)	-
All other retail stores.....	89	94	-5	1,254	1,379	-9
Kind of business	Stores with annual sales of--					
	\$5,000 to \$9,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	377	440	-14	2,758	3,245	-15
Food group.....	56	79	-29	(x)	576	-
Grocery stores.....	50	69	-28	337	508	-34
All other food stores.....	6	10	-40	(x)	68	-
Eating and drinking places.....	148	178	-17	1,043	1,296	-20
General merchandise group (including general stores).....	10	13	-23	(x)	95	-
Apparel group.....	14	27	-48	86	209	-59
Furniture, furnishings, appliance group.....	13	13	0	(x)	(x)	-
Automotive group.....	7	11	-36	44	(x)	-
Gasoline service stations.....	36	28	+29	423	203	+108
Lumber, building, hardware group.....	13	9	+44	96	65	+48
Drug and proprietary stores.....	8	9	-11	(x)	72	-
Liquor stores.....	7	9	-22	54	70	-23
Other retail stores.....	65	64	+2	424	480	-12
Feed, farm, garden supply stores....	1	2	-50	(x)	(x)	-
Jewelry stores.....	4	7	-43	(x)	(x)	-
All other retail stores.....	60	55	+9	397	412	-4

x Withheld to avoid disclosure.

Table 2A.--SALES SIZE--CITY OF DALLAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

Stores and sales						
Kind of business	Stores with annual sales of--					
	\$2,000 to \$4,999					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	267	304	-12	792	1,097	-28
Food group.....	30	61	-51	79	(x)	-
Grocery stores.....	24	50	-52	66	167	-60
All other food stores.....	6	11	-45	13	(x)	-
Eating and drinking places.....	125	114	+10	363	438	-17
General merchandise group (including general stores).....	3	11	-73	(x)	36	-
Apparel group.....	8	14	-43	24	49	-51
Furniture, furnishings, appliance group.....	10	14	-29	(x)	42	-
Automotive group.....	12	4	+200	40	(x)	-
Gasoline service stations.....	18	22	-18	54	86	-37
Lumber, building, hardware group.....	5	6	-17	(x)	(x)	-
Drug and proprietary stores.....	4	5	-20	(x)	(x)	-
Liquor stores.....	3	14	-79	10	48	-79
Other retail stores.....	49	39	+26	(x)	144	-
Feed, farm, garden supply stores....	1	-	-	(x)	-	-
Jewelry stores.....	1	3	-67	(x)	12	-
All other retail stores.....	47	36	+31	148	132	+12
Kind of business	Stores with annual sales of--					
	Less than \$2,000					
	Number of stores		Percent change, 1953 from 1948	Sales (thousand dollars)		Percent change, 1953 from 1948
	1953	1948		1953	1948	
Total.....	152	239	-36	135	(x)	-
Food group.....	16	37	-57	9	(x)	-
Grocery stores.....	16	32	-50	9	31	-71
All other food stores.....	-	5	-100	-	(x)	-
Eating and drinking places.....	73	104	-30	75	106	-29
General merchandise group (including general stores).....	4	6	-33	(x)	(x)	-
Apparel group.....	2	8	-75	(x)	(x)	-
Furniture, furnishings, appliance group.....	9	11	-18	(x)	(x)	-
Automotive group.....	5	4	+25	(x)	7	-
Gasoline service stations.....	10	11	-9	10	8	+25
Lumber, building, hardware group.....	2	4	-50	(x)	(x)	-
Drug and proprietary stores.....	-	4	-100	-	6	-100
Liquor stores.....	3	5	-40	(x)	(x)	-
Other retail stores.....	28	45	-38	24	46	-48
Feed, farm, garden supply stores....	1	1	0	(x)	-	-
Jewelry stores.....	-	2	-100	-	(x)	-
All other retail stores.....	27	42	-36	(x)	(x)	-

x Withheld to avoid disclosure.



Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY CENSUS RETAIL TRADE AREAS, BY KIND OF BUSINESS: 1953 AND 1948

## DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 1				Census Retail Area Number 2			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
RETAIL STORES								
Retail stores, total.....	585	584	170,585	169,638	176	194	23,345	13,933
Food group.....	10	23	915	1,712	7	11	1,214	1,220
Grocery stores.....	2	5	(x)	737	6	7	(x)	916
All other food stores.....	8	18	(x)	975	1	4	(x)	304
Eating and drinking places.....	201	177	12,657	11,129	42	50	750	1,047
Eating places.....	166	144	11,256	9,536	42	42	750	867
Drinking places.....	35	33	1,401	1,593	-	8	-	180
General stores.....	-	-	-	-	-	-	-	-
General merchandise group.....	16	15	83,948	81,974	8	3	693	169
Department stores.....	6	6	76,982	74,780	-	-	-	-
Dry goods, general merchandise stores..	5	4	339	496	7	2	(x)	(x)
Variety stores.....	5	5	6,627	6,698	1	1	(x)	(x)
Apparel group.....	127	135	37,604	39,475	15	15	1,002	561
Men's, boys' clothing, furnishings stores.....	24	25	9,193	7,348	1	3	(x)	171
Family clothing stores.....	15	13	8,883	10,126	9	8	299	317
Women's ready-to-wear stores.....	23	27	11,595	13,557	1	1	(x)	(x)
Shoe stores.....	31	33	5,017	5,310	3	2	66	(x)
All other apparel stores.....	34	37	2,916	3,134	1	1	(x)	(x)
Furniture, furnishings, appliance group..	31	22	7,551	7,886	10	8	3,116	1,739
Furniture stores.....	11	9	5,331	5,275	7	6	2,797	(x)
Floor coverings, other home furnishings stores.....	4	2	191	(x)	3	2	319	(x)
Household appliance, radio, TV stores..	16	11	2,029	(x)	-	-	-	-
Automotive group.....	1	1	(x)	(x)	36	23	11,133	4,897
Motor-vehicle dealers (new and used cars).....	-	-	-	-	8	1	6,220	(x)
Motor-vehicle dealers (used cars).....	-	-	-	-	16	17	3,483	3,851
Tire, battery, accessory dealers.....	1	1	(x)	(x)	10	3	(x)	613
All other automotive dealers.....	-	-	-	-	2	2	(x)	(x)
Gasoline service stations.....	4	7	(x)	(x)	3	4	(x)	(x)
Lumber, building, hardware group.....	13	8	1,718	1,200	13	8	2,801	760
Lumber yards, building materials dealers	1	-	(x)	-	3	2	(x)	(x)
Hardware stores.....	4	2	(x)	(x)	2	3	(x)	(x)
Farm equipment dealers.....	-	1	-	(x)	-	-	-	-
All other building materials, equipment, and supply dealers.....	8	5	(x)	(x)	8	3	(x)	(x)
Drug and proprietary stores.....	20	19	4,976	4,569	2	3	(x)	(x)
Drug stores.....	18	16	(x)	3,963	1	1	(x)	(x)
Proprietary stores.....	2	3	(x)	606	1	2	(x)	(x)
Liquor stores.....	28	44	3,310	4,290	9	13	(x)	930
Secondhand stores.....	8	10	247	287	28	47	1,496	1,705
Other retail stores.....	126	123	16,978	16,498	3	9	111	564
Feed, farm, garden supply stores.....	6	4	230	530	-	-	-	-
Jewelry stores.....	30	30	8,476	8,187	1	3	(x)	257
Book, stationery stores.....	8	8	1,482	1,520	-	1	-	(x)
Sporting goods, bicycle stores.....	4	3	548	815	-	-	-	-
Florists.....	6	5	763	622	-	-	-	-
Cigar stores and stands.....	18	15	(x)	474	-	-	-	-
Gift, novelty, souvenir stores.....	4	6	(x)	432	-	-	-	-
Music stores.....	9	11	2,028	1,544	1	2	(x)	(x)
Camera, photographic supply stores.....	3	4	625	511	1	-	(x)	-
All other retail stores.....	38	37	2,349	1,863	-	3	-	202
SELECTED SERVICE TRADES								
Hotels.....	28	29	12,123	9,056	3	4	45	29
Tourist courts.....	-	-	-	-	-	-	-	-
Motion picture theaters.....	9	8	829	2,516	1	1	(x)	(x)
Automobile repair shops.....	-	8	-	558	19	32	1,043	1,245

x Withheld to avoid disclosure.

Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY CENSUS RETAIL TRADE AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 3				Census Retail Area Number 4			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
RETAIL STORES								
Retail stores, total.....	418	491	106,704	98,443	432	449	55,204	53,520
Food group.....	53	54	3,130	2,711	63	88	4,674	5,863
Grocery stores.....	47	53	2,852	(x)	57	78	4,394	4,334
All other food stores.....	6	1	278	(x)	6	10	280	1,529
Eating and drinking places.....	157	185	3,807	4,547	166	179	4,588	4,299
Eating places.....	128	132	3,465	3,832	117	135	3,771	3,429
Drinking places.....	29	53	342	715	49	44	817	870
General stores.....	-	-	-	-	-	1	-	(x)
General merchandise group.....	1	2	(x)	(x)	7	5	9,874	7,962
Department stores.....	-	-	-	-	1	1	(x)	(x)
Dry goods, general merchandise stores..	-	-	-	-	3	2	(x)	(x)
Variety stores.....	1	2	(x)	(x)	3	2	(x)	(x)
Apparel group.....	14	13	883	268	2	2	(x)	(x)
Men's, boys' clothing, furnishings stores.....	1	4	(x)	28	1	-	(x)	-
Family clothing stores.....	-	1	-	(x)	-	1	-	(x)
Women's ready-to-wear stores.....	8	2	453	(x)	1	1	(x)	(x)
Shoe stores.....	3	1	322	(x)	-	-	-	-
All other apparel stores.....	2	5	(x)	93	-	-	-	-
Furniture, furnishings, appliance group..	19	28	838	2,133	12	7	2,391	1,077
Furniture stores.....	6	12	291	1,775	4	2	804	(x)
Floor coverings, other home furnishings stores.....	9	11	260	228	3	3	1,345	511
Household appliance, radio, TV stores..	4	5	287	130	5	2	242	(x)
Automotive group.....	63	75	89,620	70,196	43	30	20,665	20,758
Motor-vehicle dealers (new and used cars).....	21	23	81,925	58,657	8	5	13,740	18,575
Motor-vehicle dealers (used cars).....	29	39	5,072	8,327	27	16	6,294	1,718
Tire, battery, accessory dealers.....	10	12	2,388	(x)	7	8	(x)	(x)
All other automotive dealers.....	3	1	235	(x)	1	1	(x)	(x)
Gasoline service stations.....	24	25	1,420	1,379	44	43	2,246	2,145
Lumber building, hardware group.....	9	7	753	2,094	22	19	5,034	6,811
Lumber yards, building materials dealers	3	4	350	1,981	9	10	3,085	4,973
Hardware stores.....	2	1	(x)	(x)	1	1	(x)	(x)
Farm equipment dealers.....	1	-	(x)	-	3	2	(x)	(x)
All other building materials, equipment and supply dealers.....	3	2	220	(x)	9	6	940	1,173
Drug and proprietary stores.....	13	17	1,592	1,353	13	11	872	488
Drug stores.....	8	9	1,121	1,077	8	4	635	247
Proprietary stores.....	5	8	471	276	5	7	237	241
Liquor stores.....	23	33	1,255	1,471	33	38	3,102	2,268
Secondhand stores.....	9	5	(x)	(x)	7	10	(x)	88
Other retail stores.....	33	47	2,733	1,916	20	16	1,450	1,734
Feed, farm, garden supply stores.....	-	2	(x)	(x)	1	1	(x)	(x)
Jewelry stores.....	1	2	(x)	(x)	-	-	-	-
Book, stationery stores.....	2	4	(x)	426	-	1	-	(x)
Sporting goods, bicycle stores.....	4	2	372	(x)	1	2	(x)	(x)
Florists.....	4	5	115	106	7	3	244	62
Cigar stores and stands.....	-	3	-	29	1	2	(x)	(x)
Gift, novelty, souvenir stores.....	5	2	100	(x)	1	-	(x)	-
Music stores.....	4	4	39	92	1	-	(x)	-
Camera, photographic supply stores.....	1	1	(x)	(x)	1	1	(x)	(x)
All other retail stores.....	12	22	866	739	7	6	824	168
SELECTED SERVICE TRADES								
Hotels.....	20	21	322	395	24	21	939	832
Tourist courts.....	1	1	(x)	(x)	1	-	(x)	-
Motion picture theaters.....	1	1	(x)	(x)	1	1	(x)	(x)
Automobile repair shops.....	37	49	1,816	1,987	37	37	1,017	1,058

x Withheld to avoid disclosure.

Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY DENSE RETAIL TRADE AREAS,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued  
DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 5				Census Retail Area Number 6			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
RETAIL STORES								
Retail stores, total.....	237	197	12,364	8,915	774	648	104,938	71,615
Food group.....	68	57	4,368	2,719	153	189	25,592	23,508
Grocery stores.....	67	55	(x)	(x)	143	175	25,314	23,202
All other food stores.....	1	2	(x)	(x)	10	14	278	306
Eating and drinking places.....	75	65	1,338	834	181	121	(x)	(x)
Eating places.....	35	30	872	515	132	83	7,174	3,995
Drinking places.....	40	35	466	319	49	38	(x)	(x)
General stores.....	-	1	-	(x)	1	-	(x)	-
General merchandise group.....	4	6	70	76	31	35	12,986	8,931
Department stores.....	-	-	-	-	2	2	(x)	(x)
Dry goods, general merchandise stores..	2	4	(x)	(x)	10	12	2,380	1,555
Variety stores.....	2	2	(x)	(x)	19	21	(x)	(x)
Apparel group.....	3	1	(x)	(x)	51	37	3,935	2,996
Men's, boys' clothing, furnishings stores.....	-	1	-	(x)	6	4	871	566
Family clothing stores.....	2	-	(x)	-	5	1	551	(x)
Women's ready-to-wear stores.....	-	-	-	-	15	14	908	1,455
Shoe stores.....	1	-	(x)	-	13	10	1,090	607
All other apparel stores.....	-	-	-	-	12	8	515	(x)
Furniture, furnishings, appliance group..	7	-	902	-	47	43	5,513	5,833
Furniture stores.....	2	-	(x)	-	15	11	2,055	1,282
Floor coverings, other home furnishings stores.....	1	-	(x)	-	12	13	739	763
Household appliance, radio, TV stores..	4	-	376	-	20	19	2,719	3,788
Automotive group.....	14	6	1,069	1,074	65	44	28,989	13,184
Motor-vehicle dealers (new and used cars).....	2	-	(x)	-	8	6	20,780	7,873
Motor-vehicle dealers (used cars).....	5	4	212	(x)	35	27	4,786	3,810
Tire, battery, accessory dealers.....	4	2	120	(x)	16	8	2,770	1,077
All other automotive dealers.....	3	-	(x)	-	6	3	653	424
Gasoline service stations.....	33	26	1,853	1,486	95	68	6,323	3,680
Lumber, building, hardware group.....	11	14	(x)	(x)	34	25	4,245	3,187
Lumber yards, building materials dealers	7	8	999	1,037	11	10	3,090	2,616
Hardware stores.....	2	4	(x)	(x)	6	6	178	193
Farm equipment dealers.....	1	1	(x)	(x)	-	-	-	-
All other building materials, equipment, and supply dealers.....	1	1	(x)	(x)	17	9	977	378
Drug and proprietary stores.....	4	1	(x)	(x)	40	36	4,087	3,784
Drug stores.....	3	1	(x)	(x)	32	27	3,949	3,528
Proprietary stores.....	1	-	(x)	-	8	9	138	256
Liquor stores.....	-	-	-	-	-	1	-	(x)
Secondhand stores.....	14	13	438	602	14	9	(x)	(x)
Other retail stores.....	4	7	235	434	62	40	(x)	1,748
Feed, farm, garden supply stores.....	2	3	(x)	230	3	4	161	231
Jewelry stores.....	-	-	-	-	7	5	727	464
Book, stationery stores.....	-	-	-	-	3	2	69	(x)
Sporting goods, bicycle stores.....	-	-	-	-	8	5	331	112
Florists.....	1	1	(x)	(x)	16	9	395	229
Cigar stores and stands.....	-	-	-	-	1	-	(x)	-
Gift, novelty, souvenir stores.....	-	-	-	-	6	4	108	(x)
Music stores.....	-	-	-	-	7	4	715	370
Camera, photographic supply stores.....	-	-	-	-	2	3	(x)	149
All other retail stores.....	1	3	(x)	(x)	9	4	387	135
SELECTED SERVICE TRADES								
Hotels.....	-	1	-	(x)	4	2	347	(x)
Tourist courts.....	7	7	411	374	20	16	549	447
Motion picture theaters.....	2	2	(x)	(x)	8	11	630	819
Automobile repair shops.....	16	21	536	528	60	60	1,072	1,261

x Withheld to avoid disclosure.

Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY CENSUS RETAIL TRADE AREAS,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued  
DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 7				Census Retail Area Number 8			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
<b>RETAIL STORES</b>								
Retail stores, total.....	464	281	44,873	16,966	216	101	20,330	4,829
Food group.....	124	106	24,052	10,296	58	34	9,163	1,716
Grocery stores.....	119	104	23,919	(x)	56	33	(x)	(x)
All other food stores.....	5	2	133	(x)	2	1	(x)	(x)
Eating and drinking places.....	116	57	4,118	1,013	24	12	530	247
Eating places.....	80	29	3,612	613	24	10	530	(x)
Drinking places.....	36	28	506	400	-	2	-	(x)
General stores.....	2	2	(x)	(x)	-	-	-	-
General merchandise group.....	22	19	1,419	889	10	6	1,233	195
Department stores.....	-	-	-	-	-	-	-	-
Dry goods, general merchandise stores..	10	4	880	446	5	3	703	88
Variety stores.....	12	15	539	443	5	3	530	107
Apparel group.....	16	3	1,806	144	13	2	602	(x)
Men's, boys' clothing, furnishings stores.....	1	-	(x)	-	1	-	(x)	-
Family clothing stores.....	1	2	(x)	(x)	1	1	(x)	(x)
Women's ready-to-wear stores.....	8	1	1,282	(x)	6	1	162	(x)
Shoe stores.....	4	-	208	-	2	-	(x)	-
All other apparel stores.....	2	-	(x)	-	3	-	(x)	-
Furniture, furnishings, appliance group..	19	6	1,223	142	8	7	456	134
Furniture stores.....	11	4	949	(x)	5	4	381	32
Floor covering, other home furnishings stores.....	2	1	(x)	(x)	1	-	(x)	-
Household appliance, radio, TV stores..	6	1	(x)	(x)	2	3	(x)	102
Automotive group.....	13	6	695	339	6	3	(x)	(x)
Motor-vehicle dealers (new and used cars).....	1	-	(x)	-	-	-	-	-
Motor-vehicle dealers (used cars).....	5	3	(x)	47	-	1	-	(x)
Tire, battery, accessory dealers.....	6	2	522	(x)	6	2	(x)	(x)
All other automotive dealers.....	1	1	(x)	(x)	-	-	-	-
Gasoline service stations.....	70	39	3,657	1,585	44	17	2,307	563
Lumber, building, hardware group.....	29	14	3,655	1,251	22	6	2,998	1,025
Lumber yards, building materials dealers	12	6	2,584	1,117	11	5	2,379	(x)
Hardware stores.....	8	5	246	42	9	1	486	(x)
Farm equipment dealers.....	-	-	-	-	-	-	-	-
All other building materials, equipment, and supply dealers.....	9	3	825	92	2	-	(x)	-
Drug and proprietary stores.....	12	8	(x)	630	7	6	1,081	526
Drug stores.....	11	7	2,833	(x)	7	6	1,081	526
Proprietary stores.....	1	1	(x)	(x)	-	-	-	-
Liquor stores.....	-	-	-	-	2	-	(x)	-
Secondhand stores.....	7	3	(x)	(x)	5	1	92	(x)
Other retail stores.....	34	18	1,087	518	17	7	599	141
Feed, farm, garden supply stores.....	9	7	378	333	4	4	373	122
Jewelry stores.....	2	2	(x)	(x)	3	-	44	-
Book, stationery stores.....	-	1	-	(x)	-	-	-	-
Sporting goods, bicycle stores.....	1	1	(x)	(x)	1	-	(x)	-
Florists.....	12	3	253	44	6	2	122	(x)
Cigar stores and stands.....	-	-	-	-	-	-	-	-
Gift, novelty, souvenir stores.....	2	-	(x)	-	-	-	-	-
Music stores.....	1	-	(x)	-	1	1	(x)	(x)
Camera, photographic supply stores.....	1	-	(x)	-	-	-	-	-
All other retail stores.....	6	4	280	88	2	-	(x)	-
<b>SELECTED SERVICE TRADES</b>								
Hotels.....	1	-	(x)	-	-	-	-	-
Tourist courts.....	13	9	271	122	6	3	62	33
Motion picture theaters.....	7	4	574	251	4	2	304	(x)
Automobile repair shops.....	26	32	500	354	22	9	211	85

x Withheld to avoid disclosure.



Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY CENSUS RETAIL TRADE AREAS,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 9				Census Retail Area Number 10			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
RETAIL STORES								
Retail stores, total.....	536	547	34,396	30,280	747	693	89,985	63,205
Food group.....	145	178	13,729	13,508	146	166	24,159	21,110
Grocery stores.....	133	163	13,249	13,106	134	160	23,763	20,992
All other food stores.....	12	15	480	402	12	6	396	118
Eating and drinking places.....	149	127	3,548	2,786	167	141	7,201	4,490
Eating places.....	108	80	2,883	1,854	121	97	6,122	3,641
Drinking places.....	41	47	665	932	46	44	1,079	849
General stores.....	-	1	-	(x)	-	-	-	-
General merchandise group.....	25	23	1,883	1,318	21	28	15,444	11,397
Department stores.....	-	-	-	-	1	1	(x)	(x)
Dry goods, general merchandise stores..	12	7	966	832	9	8	2,138	1,549
Variety stores.....	13	16	917	486	11	19	(x)	(x)
Apparel group.....	10	6	272	55	36	33	4,255	1,449
Men's, boys' clothing, furnishings stores.....	-	-	-	-	3	2	220	(x)
Family clothing stores.....	4	1	137	(x)	3	1	603	(x)
Women's ready-to-wear stores.....	5	4	(x)	(x)	13	11	1,946	825
Shoe stores.....	-	-	-	-	8	6	643	335
All other apparel stores.....	1	1	(x)	(x)	9	13	863	217
Furniture, furnishings, appliance group..	16	13	813	749	54	61	4,420	4,214
Furniture stores.....	11	8	437	380	20	21	2,483	1,877
Floor covering, other home furnishings stores.....	3	3	(x)	(x)	22	19	1,030	866
Household appliance, radio, TV stores..	2	2	(x)	(x)	14	21	907	1,471
Automotive group.....	20	14	1,924	1,155	59	30	13,905	5,199
Motor-vehicle dealers (new and used cars).....	-	-	-	-	5	2	6,528	(x)
Motor-vehicle dealers (used cars).....	9	7	522	606	42	22	5,831	2,766
Tire, battery, accessory dealers.....	11	7	1,402	549	12	6	1,546	(x)
All other automotive dealers.....	-	-	-	-	-	-	-	-
Gasoline service stations.....	53	52	2,606	2,085	75	70	5,154	3,675
Lumber, building, hardware group.....	20	20	3,577	3,207	31	26	3,978	3,820
Lumber yards, building materials dealers	8	6	3,187	2,697	8	8	1,912	2,857
Hardware stores.....	3	7	(x)	226	9	6	(x)	363
Farm equipment dealers.....	1	2	(x)	(x)	1	-	(x)	-
All other building materials, equipment, and supply dealers.....	8	5	329	(x)	13	12	1,614	600
Drug and proprietary stores.....	25	24	1,799	1,554	32	32	4,441	3,612
Drug stores.....	10	15	1,336	1,385	29	22	4,332	3,198
Proprietary stores.....	15	9	463	169	3	10	109	414
Liquor stores.....	35	40	2,452	1,811	45	40	4,007	2,759
Secondhand stores.....	20	14	545	(x)	16	13	886	243
Other retail stores.....	18	35	1,248	1,564	65	53	2,135	1,237
Feed, farm, garden supply stores.....	6	8	921	902	5	4	129	143
Jewelry stores.....	2	2	(x)	(x)	8	10	508	199
Book, stationery stores.....	-	-	-	-	2	2	(x)	(x)
Sporting goods, bicycle stores.....	-	1	-	(x)	2	5	(x)	79
Florists.....	1	6	(x)	172	27	20	786	466
Cigar stores and stands.....	-	-	-	-	-	-	-	-
Gift, novelty, souvenir stores.....	1	-	(x)	-	7	2	95	(x)
Music stores.....	1	1	(x)	(x)	2	3	(x)	72
Camera, photographic supply stores.....	-	1	-	(x)	1	1	(x)	(x)
All other retail stores.....	7	16	158	345	11	6	345	196
SELECTED SERVICE TRADES								
Hotels.....	7	4	60	34	5	7	116	106
Tourist courts.....	1	1	(x)	(x)	4	3	54	89
Motion picture theaters.....	10	7	539	384	10	11	868	922
Automobile repair shops.....	29	33	453	451	30	43	747	517

x Withheld to avoid disclosure.

Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY CENSUS RETAIL TRADE AREAS,  
BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 11				Census Retail Area Number 12			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
RETAIL STORES								
Retail stores, total.....	256	198	30,199	13,551	517	447	71,472	47,872
Food group.....	54	56	10,185	4,631	66	69	18,879	17,345
Grocery stores.....	53	50	(x)	4,354	54	59	18,278	16,867
All other food stores.....	1	6	(x)	277	12	10	601	478
Eating and drinking places.....	54	51	3,269	1,555	81	71	6,382	4,619
Eating places.....	43	31	2,990	1,383	68	51	6,089	4,025
Drinking places.....	11	20	279	172	13	20	293	594
General stores.....	-	-	-	-	-	-	-	-
General merchandise group.....	10	6	454	216	18	13	5,458	1,125
Department stores.....	-	-	-	-	1	-	(x)	-
Dry goods, general merchandise stores.....	4	2	159	(x)	5	2	(x)	(x)
Variety stores.....	6	4	295	(x)	12	11	888	(x)
Apparel group.....	15	7	1,179	299	64	53	6,306	3,527
Men's, boys' clothing, furnishings stores.....	2	-	(x)	-	4	3	317	(x)
Family clothing stores.....	1	3	(x)	158	3	1	2,035	(x)
Women's ready-to-wear stores.....	8	3	743	(x)	30	20	2,951	2,611
Shoe stores.....	2	-	(x)	-	5	3	405	102
All other apparel stores.....	2	1	(x)	(x)	22	26	598	480
Furniture, furnishings, appliance group.....	11	10	1,265	866	63	52	6,859	4,152
Furniture stores.....	4	2	(x)	(x)	11	6	890	620
Floor covering, other home furnishings stores.....	5	3	556	435	26	25	2,052	1,164
Household appliance, radio, TV stores.....	2	5	(x)	(x)	26	21	3,917	2,368
Automotive group.....	10	6	2,599	565	11	3	3,345	1,539
Motor-vehicle dealers (new and used cars).....	2	-	(x)	-	4	1	3,096	(x)
Motor-vehicle dealers (used cars).....	7	3	1,971	337	2	-	(x)	-
Tire, battery, accessory dealers.....	1	1	(x)	(x)	5	2	(x)	(x)
All other automotive dealers.....	-	2	-	(x)	-	-	-	-
Gasoline service stations.....	29	15	2,233	537	63	54	5,032	3,389
Lumber, building, hardware group.....	19	8	5,532	2,769	29	19	7,619	3,307
Lumber yards, building materials dealers.....	9	5	4,630	2,390	13	8	5,402	2,468
Hardware stores.....	3	1	259	(x)	6	5	898	294
Farm equipment dealers.....	-	1	-	(x)	-	-	-	-
All other building materials, equipment, and supply dealers.....	7	1	643	(x)	10	6	1,319	545
Drug and proprietary stores.....	5	3	1,351	464	19	20	4,004	3,601
Drug stores.....	5	2	1,351	(x)	16	17	3,911	3,447
Proprietary stores.....	-	1	-	(x)	3	3	93	154
Liquor stores.....	18	19	1,404	(x)	27	33	4,414	3,199
Secondhand stores.....	3	6	66	(x)	-	-	-	-
Other retail stores.....	28	11	662	675	76	60	3,174	2,069
Feed, farm, garden supply stores.....	1	1	(x)	(x)	3	3	160	136
Jewelry stores.....	1	-	(x)	-	8	6	196	89
Book, stationery stores.....	2	-	(x)	-	5	2	178	(x)
Sporting goods, bicycle stores.....	1	1	(x)	(x)	3	3	140	(x)
Florists.....	9	5	214	114	23	24	912	739
Cigar stores and stands.....	-	-	-	-	-	-	-	-
Gift, novelty, souvenir stores.....	1	2	(x)	(x)	10	9	385	451
Music stores.....	3	-	45	-	8	5	559	343
Camera, photographic supply stores.....	1	2	(x)	(x)	4	4	218	165
All other retail stores.....	9	-	239	-	12	4	426	72
SELECTED SERVICE TRADES								
Hotels.....	6	7	170	146	1	3	(x)	398
Tourist courts.....	10	9	211	130	7	5	199	30
Motion picture theaters.....	2	1	(x)	(x)	3	4	190	482
Automobile repair shops.....	11	12	176	160	10	20	367	481

x Withheld to avoid disclosure.

Table 3.--RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS BY CENSUS RETAIL TRADE AREAS.  
BY KIND OF BUSINESS: 1933 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

## Establishments and receipts

Kind of business	Census Retail Area Number 13				Census Retail Area Number 14			
	Establishments		Sales and receipts		Establishments		Sales and receipts	
	(number)		(thousand dollars)		(number)		(thousand dollars)	
	1953	1948	1953	1948	1953	1948	1953	1948
<b>RETAIL STORES</b>								
Retail stores, total.....	287	113	40,777	12,006	332	245	32,125	16,921
Food group.....	34	20	11,918	2,707	53	50	8,872	5,246
Grocery stores.....	26	18	11,640	(x)	50	44	8,819	5,097
All other food stores.....	8	2	278	(x)	3	6	53	149
Eating and drinking places.....	54	21	4,223	1,276	91	69	5,222	3,017
Eating places.....	45	12	4,038	953	68	47	4,743	2,422
Drinking places.....	9	9	185	323	23	22	479	595
General stores.....	3	1	(x)	(x)	-	-	-	-
General merchandise group.....	9	5	1,670	226	8	4	1,116	722
Department stores.....	-	-	-	-	-	-	-	-
Dry goods, general merchandise stores..	5	1	1,235	(x)	4	1	549	(x)
Variety stores.....	4	4	435	(x)	4	3	567	(x)
Apparel group.....	23	7	1,623	177	11	5	1,192	36
Men's, boys' clothing, furnishings stores.....	2	2	(x)	(x)	2	-	(x)	-
Family clothing stores.....	-	-	-	-	1	-	(x)	-
Women's ready-to-wear stores.....	8	3	531	57	3	1	116	(x)
Shoe stores.....	4	1	(x)	(x)	1	-	(x)	-
All other apparel stores.....	9	1	807	(x)	4	4	711	(x)
Furniture, furnishings, appliance group..	28	2	1,668	(x)	16	14	939	(x)
Furniture stores.....	7	1	754	(x)	5	4	430	225
Floor coverings, other home furnishings stores.....	16	1	340	(x)	11	8	509	(x)
Household appliance, radio, TV stores..	5	-	574	-	-	2	-	(x)
Automotive group.....	5	-	5,920	-	6	1	1,260	(x)
Motor-vehicle dealers (new and used cars).....	1	-	(x)	-	-	1	-	(x)
Motor-vehicle dealers (used cars).....	-	-	-	-	2	-	(x)	-
Tire, battery, accessory dealers.....	1	-	(x)	-	1	-	(x)	-
All other automotive dealers.....	3	-	(x)	-	3	-	985	-
Gasoline service stations.....	41	14	3,846	1,158	55	31	3,248	1,073
Lumber, building, hardware group.....	18	14	2,880	3,904	29	16	5,819	3,739
Lumber yards, building materials dealers	8	6	1,920	3,285	15	7	5,032	3,265
Hardware stores.....	3	3	(x)	(x)	7	8	(x)	(x)
Farm equipment dealers.....	2	1	(x)	(x)	1	-	(x)	-
All other building materials, equipment, and supply dealers.....	5	4	506	311	6	1	433	(x)
Drug and proprietary stores.....	7	4	1,423	532	15	11	1,962	1,064
Drug stores.....	7	4	1,423	532	10	11	1,709	1,064
Proprietary stores.....	-	-	-	-	5	-	253	-
Liquor stores.....	22	13	3,825	1,074	28	27	1,954	1,047
Secondhand stores.....	2	1	(x)	(x)	4	3	41	(x)
Other retail stores.....	41	11	1,539	515	16	14	500	486
Feed, farm, garden supply stores.....	5	1	351	(x)	1	1	(x)	(x)
Jewelry stores.....	4	-	84	-	2	-	(x)	-
Book, stationery stores.....	3	1	63	(x)	-	1	-	(x)
Sporting goods, bicycle stores.....	3	-	105	-	4	1	115	(x)
Florists.....	6	1	190	(x)	2	2	(x)	(x)
Cigar stores and stands.....	-	-	-	-	-	1	-	(x)
Gift, novelty, souvenir stores.....	8	2	151	(x)	2	-	(x)	-
Music stores.....	2	1	(x)	(x)	1	-	(x)	-
Camera, photographic supply stores.....	2	1	(x)	(x)	-	-	-	-
All other retail stores.....	8	4	460	304	4	8	98	231
<b>SELECTED SERVICE TRADES</b>								
Hotels.....	-	1	-	(x)	2	1	(x)	(x)
Tourist courts.....	2	2	(x)	(x)	17	15	492	530
Motion picture theaters.....	3	2	140	(x)	3	5	90	204
Automobile repair shops.....	5	7	331	143	20	16	384	233

x Withheld to avoid disclosure.



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 1		Shopping Area 2	
	1953	1948	1953	1948
<b>RETAIL STORES</b>				
Stores, total.....	80	18	68	55
Sales, total.....	\$16,334	\$2,438	\$8,037	\$6,432
Convenience goods stores:				
Number.....	19	3	19	19
Sales.....	\$7,360	\$625	\$4,752	\$4,381
Shopping goods stores:				
Number.....	30	2	21	18
Sales.....	\$6,734	(1)	\$1,679	\$1,121
All other stores:				
Number.....	31	13	28	18
Sales.....	\$2,240	\$1,813	\$1,606	\$930
Grocery stores, without fresh meat.....	-	-	-	2
Grocery stores, with fresh meat.....	4	1	6	7
All other food stores.....	3	-	2	1
Eating places.....	8	1	8	5
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	2	-	1	-
Variety stores.....	2	-	2	2
Men's, boys' clothing, furnishings stores.....	2	-	-	1
Family clothing stores.....	-	-	2	1
Women's ready-to-wear stores.....	5	1	6	1
Shoe stores.....	3	-	-	1
All other apparel, accessory, specialty stores.....	6	-	5	6
Furniture, home furnishings stores.....	8	1	2	3
Household appliance, radio stores.....	2	-	3	3
Automotive group.....	-	-	-	-
Gasoline service stations.....	6	5	10	7
Lumber, building group (exc. hardware, farm equipment dealers).....	4	2	1	1
Hardware and farm equipment dealers.....	2	2	3	2
Drug stores.....	3	1	3	4
Proprietary stores.....	-	-	-	-
Liquor stores.....	1	-	-	-
Feed, farm, garden supply stores.....	2	-	1	-
Jewelry stores.....	2	-	2	2
Secondhand stores.....	-	-	-	-
All other retail stores.....	15	4	11	6
	Shopping Area 3		Shopping Area 4	
	1953	1948	1953	1948
<b>RETAIL STORES</b>				
Stores, total.....	140	70	37	31
Sales, total.....	\$19,473	\$6,845	\$7,464	\$5,286
Convenience goods stores:				
Number.....	48	30	10	8
Sales.....	\$10,948	\$4,681	\$2,779	\$2,555
Shopping goods stores:				
Number.....	50	16	14	11
Sales.....	\$5,614	\$844	\$2,965	\$1,738
All other stores:				
Number.....	42	24	13	12
Sales.....	\$2,911	\$1,320	\$1,720	\$993
Grocery stores, without fresh meat.....	-	2	1	1
Grocery stores, with fresh meat.....	7	4	2	3
All other food stores.....	8	3	1	1
Eating places.....	23	10	4	2
Drinking places.....	-	3	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	5	-	1	-
Variety stores.....	3	3	1	1
Men's, boys' clothing, furnishings stores.....	2	3	1	1
Family clothing stores.....	-	-	1	-
Women's ready-to-wear stores.....	10	3	3	3
Shoe stores.....	3	3	4	4
All other apparel, accessory, specialty stores.....	6	-	1	-
Furniture, home furnishings stores.....	14	3	1	1
Household appliance, radio stores.....	7	1	1	1
Automotive group.....	3	1	1	1
Gasoline service stations.....	10	5	4	2
Lumber, building group (exc. hardware, farm equipment dealers).....	6	4	1	-
Hardware and farm equipment dealers.....	3	3	-	-
Drug stores.....	4	3	1	1
Proprietary stores.....	1	1	-	-
Liquor stores.....	5	4	1	-
Feed, farm, garden supply stores.....	2	-	-	1
Jewelry stores.....	2	2	1	1
Secondhand stores.....	-	-	-	-
All other retail stores.....	16	9	6	7

1 Sales combined with "All other retail stores" sales to avoid disclosure.

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 5		Shopping Area 6	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	38	36	73	71
Sales, total.....	\$6,367	\$6,418	\$4,164	\$4,014
Convenience goods stores:				
Number.....	11	13	45	43
Sales.....	\$2,974	\$2,945	\$2,423	\$2,609
Shopping goods stores:				
Number.....	15	11	5	6
Sales.....	\$1,432	\$1,198	\$477	\$169
All other stores:				
Number.....	12	12	23	22
Sales.....	\$1,961	\$2,275	\$1,264	\$1,236
Grocery stores, without fresh meat.....	-	1	-	1
Grocery stores, with fresh meat.....	3	3	13	15
All other food stores.....	-	-	2	2
Eating places.....	5	4	14	12
Drinking places.....	-	-	5	4
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	1	1	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	4	2	-	-
Shoe stores.....	2	2	-	-
All other apparel, accessory, specialty stores.....	-	1	-	1
Furniture, home furnishings stores.....	4	3	4	4
Household appliance, radio stores.....	4	2	-	-
Automotive group.....	1	1	-	-
Gasoline service stations.....	5	6	10	10
Lumber,building group (exc. hardware,farm equipment dealers)	1	2	3	2
Hardware and farm equipment dealers.....	1	1	2	2
Drug stores.....	1	2	3	3
Proprietary stores.....	-	-	1	-
Liquor stores.....	2	3	7	6
Feed, farm, garden supply stores.....	-	-	1	1
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	3	2
All other retail stores.....	4	2	4	5
	Shopping Area 7		Shopping Area 8	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	103	98	68	55
Sales, total.....	\$13,110	\$8,728	\$8,500	\$6,465
Convenience goods stores:				
Number.....	44	41	24	22
Sales.....	\$7,956	\$5,845	\$4,094	\$3,452
Shopping goods stores:				
Number.....	28	33	21	18
Sales.....	\$1,513	\$1,811	\$1,927	\$1,428
All other stores:				
Number.....	31	24	23	15
Sales.....	\$3,641	\$1,072	\$2,479	\$1,585
Grocery stores, without fresh meat.....	-	1	1	2
Grocery stores, with fresh meat.....	4	4	5	5
All other food stores.....	2	2	3	2
Eating places.....	23	19	5	4
Drinking places.....	2	4	4	4
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	1	-	1	2
Variety stores.....	2	2	2	2
Men's, boys' clothing, furnishings stores.....	-	-	1	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	6	5	2	2
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	6	12	2	3
Furniture, home furnishings stores.....	10	8	7	3
Household appliance, radio stores.....	3	6	6	6
Automotive group.....	3	-	2	-
Gasoline service stations.....	10	9	6	4
Lumber,building group (exc. hardware,farm equipment dealers)	3	1	3	2
Hardware and farm equipment dealers.....	1	1	1	1
Drug stores.....	5	7	2	2
Proprietary stores.....	2	-	-	-
Liquor stores.....	6	4	4	3
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	3	-	2	1
Secondhand stores.....	1	1	-	-
All other retail stores.....	10	12	9	7

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued  
DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 9		Shopping Area 10	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	24	12	38	51
Sales, total.....	\$2,421	\$665	\$4,325	\$4,120
Convenience goods stores:				
Number.....	12	7	16	19
Sales.....	\$845	\$217	\$2,355	\$2,107
Shopping goods stores:				
Number.....	4	2	10	19
Sales.....	\$1,120	(1)	\$755	\$1,055
All other stores:				
Number.....	8	3	12	13
Sales.....	\$456	\$448	\$1,215	\$958
Grocery stores, without fresh meat.....	-	-	1	1
Grocery stores, with fresh meat.....	4	1	3	5
All other food stores.....	-	-	2	1
Eating places.....	3	3	4	8
Drinking places.....	3	2	2	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	1	2
Variety stores.....	-	-	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	1
Family clothing stores.....	-	-	-	1
Women's ready-to-wear stores.....	-	-	1	5
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	1	-	1	2
Furniture, home furnishings stores.....	3	2	5	3
Household appliance, radio stores.....	-	-	1	4
Automotive group.....	1	-	4	3
Gasoline service stations.....	5	2	1	1
Lumber,building group (exc. hardware,farm equipment dealers)	-	-	2	3
Hardware and farm equipment dealers.....	-	-	1	-
Drug stores.....	1	-	2	2
Proprietary stores.....	-	-	-	-
Liquor stores.....	1	1	2	2
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	1
Secondhand stores.....	-	-	-	1
All other retail stores.....	2	1	4	4
	Shopping Area 11		Shopping Area 12	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	25	13	78	66
Sales, total.....	\$6,212	\$1,093	\$10,099	\$4,440
Convenience goods stores:				
Number.....	9	10	21	27
Sales.....	\$1,406	\$748	\$1,303	\$1,298
Shopping goods stores:				
Number.....	5	-	17	12
Sales.....	\$409	-	\$1,186	\$382
All other stores:				
Number.....	11	3	40	27
Sales.....	\$4,397	\$345	\$7,610	\$2,760
Grocery stores, without fresh meat.....	-	1	-	2
Grocery stores, with fresh meat.....	2	-	5	2
All other food stores.....	-	-	-	2
Eating places.....	4	2	8	10
Drinking places.....	1	4	3	4
General stores.....	-	-	-	1
General merchandise group (exc. variety).....	-	-	2	-
Variety stores.....	1	-	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	1	2
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	1	-	-	1
Furniture, home furnishings stores.....	2	-	10	4
Household appliance, radio stores.....	1	-	3	4
Automotive group.....	1	1	20	6
Gasoline service stations.....	3	1	4	6
Lumber,building group (exc. hardware,farm equipment dealers)	1	-	4	2
Hardware and farm equipment dealers.....	1	-	-	-
Drug stores.....	-	-	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	3	5	7
Feed, farm, garden supply stores.....	2	-	1	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	6	9
All other retail stores.....	5	1	5	3

1 Sales combined with "All other retail stores" sales to avoid disclosure.

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued  
DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 13		Shopping Area 14	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	25	16	52	51
Sales, total.....	\$5,783	\$2,529	\$8,131	\$7,023
Convenience goods stores:				
Number.....	8	3	24	25
Sales.....	\$3,186	\$2,011	\$5,631	\$4,666
Shopping goods stores:				
Number.....	11	8	12	14
Sales.....	\$2,048	\$187	\$1,558	\$1,646
All other stores:				
Number.....	6	5	16	12
Sales.....	\$549	\$331	\$942	\$711
Grocery stores, without fresh meat.....	-	1	-	1
Grocery stores, with fresh meat.....	3	2	5	5
All other food stores.....	2	-	3	1
Eating places.....	2	-	7	10
Drinking places.....	-	-	2	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	1	-	-	-
Variety stores.....	1	1	1	2
Men's, boys' clothing, furnishings stores.....	1	-	1	-
Family clothing stores.....	-	-	-	1
Women's ready-to-wear stores.....	5	1	4	2
Shoe stores.....	1	1	-	-
All other apparel, accessory, specialty stores.....	1	2	1	3
Furniture, home furnishings stores.....	-	-	1	2
Household appliance, radio stores.....	1	2	3	4
Automotive group.....	-	-	-	-
Gasoline service stations.....	2	2	6	5
Lumber,building group (exc. hardware,farm equipment dealers)	-	-	-	1
Hardware and farm equipment dealers.....	-	-	3	1
Drug stores.....	1	-	3	2
Proprietary stores.....	-	-	-	2
Liquor stores.....	-	-	4	4
Feed, farm, garden supply stores.....	1	1	1	-
Jewelry stores.....	1	-	1	2
Secondhand stores.....	-	-	-	-
All other retail stores.....	2	2	5	3
	Shopping Area 15		Shopping Area 16	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	126	108	39	2
Sales, total.....	\$14,202	\$10,942	\$5,989	(x)
Convenience goods stores:				
Number.....	44	44	11	1
Sales.....	\$5,829	\$5,429	\$3,592	(x)
Shopping goods stores:				
Number.....	28	21	15	-
Sales.....	\$4,364	\$2,363	\$1,094	-
All other stores:				
Number.....	54	43	13	1
Sales.....	\$4,009	\$3,150	\$1,303	(x)
Grocery stores, without fresh meat.....	2	4	-	1
Grocery stores, with fresh meat.....	8	12	5	-
All other food stores.....	2	1	1	-
Eating places.....	20	17	4	-
Drinking places.....	3	3	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	5	3	1	-
Variety stores.....	3	3	2	-
Men's, boys' clothing, furnishings stores.....	-	-	1	-
Family clothing stores.....	3	-	-	-
Women's ready-to-wear stores.....	2	1	4	-
Shoe stores.....	7	4	2	-
All other apparel, accessory, specialty stores.....	2	1	2	-
Furniture, home furnishings stores.....	3	5	3	-
Household appliance, radio stores.....	3	4	-	-
Automotive group.....	24	16	2	-
Gasoline service stations.....	13	12	3	1
Lumber,building group (exc. hardware,farm equipment dealers)	2	2	1	-
Hardware and farm equipment dealers.....	3	3	2	-
Drug stores.....	2	3	1	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	7	4	-	-
Feed, farm, garden supply stores.....	1	-	-	-
Jewelry stores.....	4	3	1	-
Secondhand stores.....	2	1	-	-
All other retail stores.....	5	6	4	-

x Withheld to avoid disclosure.



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued  
DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 17		Shopping Area 18	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	56	52	66	33
Sales, total.....	\$6,969	\$3,628	\$2,714	\$1,136
Convenience goods stores:				
Number.....	27	28	46	25
Sales.....	\$4,391	\$1,935	\$1,945	\$880
Shopping goods stores:				
Number.....	9	6	5	-
Sales.....	\$669	\$607	\$60	-
All other stores:				
Number.....	20	18	15	8
Sales.....	\$1,909	\$1,086	\$709	\$256
Grocery stores, without fresh meat.....	1	1	7	2
Grocery stores, with fresh meat.....	4	6	11	7
All other food stores.....	4	6	1	2
Eating places.....	9	7	12	6
Drinking places.....	1	2	4	2
General stores.....	-	1	-	1
General merchandise group (exc. variety).....	-	-	1	-
Variety stores.....	3	3	1	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	1	-	1	-
Women's ready-to-wear stores.....	2	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	1	-
Furniture, home furnishings stores.....	2	1	1	-
Household appliance, radio stores.....	1	2	-	-
Automotive group.....	5	3	1	-
Gasoline service stations.....	7	8	9	5
Lumber,building group (exc. hardware,farm equipment dealers)	3	2	2	-
Hardware and farm equipment dealers.....	1	2	-	-
Drug stores.....	4	2	2	2
Proprietary stores.....	-	-	2	1
Liquor stores.....	4	4	7	3
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	3	-	1	1
All other retail stores.....	1	2	2	1
	Shopping Area 19		Shopping Area 20	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	157	123	20	19
Sales, total.....	\$12,426	\$8,355	\$1,324	\$671
Convenience goods stores:				
Number.....	79	60	9	9
Sales.....	\$6,020	\$4,806	\$761	\$424
Shopping goods stores:				
Number.....	18	9	4	6
Sales.....	\$944	\$248	\$74	\$132
All other stores:				
Number.....	66	54	7	4
Sales.....	\$5,462	\$3,301	\$489	\$115
Grocery stores, without fresh meat.....	3	8	2	1
Grocery stores, with fresh meat.....	23	20	3	3
All other food stores.....	-	2	1	1
Eating places.....	20	9	1	2
Drinking places.....	10	8	-	-
General stores.....	-	4	-	1
General merchandise group (exc. variety).....	8	1	-	-
Variety stores.....	5	3	1	2
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	1	-	1	1
Women's ready-to-wear stores.....	2	1	1	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	1	-	-
Furniture, home furnishings stores.....	6	4	1	1
Household appliance, radio stores.....	1	-	-	2
Automotive group.....	5	4	-	-
Gasoline service stations.....	27	16	4	3
Lumber,building group (exc. hardware,farm equipment dealers)	7	5	1	-
Hardware and farm equipment dealers.....	4	4	2	-
Drug stores.....	3	4	2	2
Proprietary stores.....	1	1	-	-
Liquor stores.....	9	8	-	-
Feed, farm, garden supply stores.....	4	6	-	-
Jewelry stores.....	-	1	-	-
Secondhand stores.....	17	7	-	-
All other retail stores.....	2	6	-	-

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 21		Shopping Area 22	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	81	14	73	66
Sales, total.....	\$11,186	\$1,270	\$3,580	\$1,701
Convenience goods stores:				
Number.....	23	5	35	40
Sales.....	\$6,756	\$680	\$1,503	\$729
Shopping goods stores:				
Number.....	23	3	10	4
Sales.....	\$1,944	\$101	\$619	\$73
All other stores:				
Number.....	35	6	28	22
Sales.....	\$2,486	\$289	\$1,458	\$899
Grocery stores, without fresh meat.....	-	-	3	2
Grocery stores, with fresh meats.....	8	2	11	13
All other food stores.....	1	-	-	2
Eating places.....	11	-	10	11
Drinking places.....	-	-	10	11
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	4	-	2	2
Variety stores.....	3	1	2	1
Men's, boys' clothing, furnishings stores.....	1	-	-	1
Family clothing stores.....	-	-	2	-
Women's ready-to-wear stores.....	5	1	-	-
Shoe stores.....	2	-	1	-
All other apparel, accessory, specialty stores.....	3	-	-	-
Furniture, home furnishings stores.....	3	1	1	-
Household appliance, radio stores.....	2	-	2	-
Automotive group.....	5	2	6	2
Gasoline service stations.....	11	2	10	6
Lumber, building group (exc. hardware, farm equipment dealers).....	3	1	3	2
Hardware and farm equipment dealers.....	4	-	2	2
Drug stores.....	3	3	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	1	1	1	2
Jewelry stores.....	3	-	-	-
Secondhand stores.....	2	-	6	7
All other retail stores.....	6	-	-	1
	Shopping Area 23		Shopping Area 24	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	29	15	81	61
Sales, total.....	\$6,419	\$3,087	\$7,202	\$5,622
Convenience goods stores:				
Number.....	15	9	34	24
Sales.....	\$4,923	\$2,699	\$3,113	\$2,587
Shopping goods stores:				
Number.....	7	2	11	8
Sales.....	\$638	(1)	\$633	\$387
All other stores:				
Number.....	7	4	36	29
Sales.....	\$858	\$388	\$3,456	\$2,648
Grocery stores, without fresh meat.....	-	1	-	-
Grocery stores, with fresh meat.....	5	2	8	8
All other food stores.....	-	-	1	1
Eating places.....	7	5	14	6
Drinking places.....	1	-	7	5
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	2	1	3	2
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	1	-	-	-
Women's ready-to-wear stores.....	1	1	1	1
Shoe stores.....	2	-	-	-
All other apparel, accessory, specialty stores.....	1	-	2	-
Furniture, home furnishings stores.....	-	-	4	5
Household appliance, radio stores.....	-	-	1	-
Automotive group.....	1	-	8	8
Gasoline service stations.....	4	2	16	11
Lumber, building group (exc. hardware, farm equipment dealers).....	-	-	2	2
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	2	1	2	3
Proprietary stores.....	-	-	2	1
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	1	2
Jewelry stores.....	1	1	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	1	1	9	6

1 Sales combined with "All other retail stores" sales to avoid disclosure.



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 25		Shopping Area 26	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	72	78	167	133
Sales, total.....	\$24,117	\$16,242	\$35,337	\$22,931
Convenience goods stores:				
Number.....	24	32	40	32
Sales.....	\$3,490	\$4,343	\$7,103	\$5,371
Shopping goods stores:				
Number.....	9	15	66	67
Sales.....	\$882	\$1,852	\$18,740	\$14,539
All other stores:				
Number.....	45	31	61	34
Sales.....	\$197	\$10,047	\$9,494	\$2,433
Grocery stores, without fresh meat.....	-	3	1	-
Grocery stores, with fresh meat.....	8	12	4	6
All other food stores.....	3	3	1	2
Eating places.....	4	5	20	14
Drinking places.....	4	4	6	3
General stores.....	1	-	-	-
General merchandise group (exc. variety).....	1	3	8	9
Variety stores.....	1	2	5	6
Men's, boys' clothing, furnishings stores.....	-	-	5	4
Family clothing stores.....	-	-	2	1
Women's ready-to-wear stores.....	-	-	9	10
Shoe stores.....	-	-	11	8
All other apparel, accessory, specialty stores.....	-	-	5	8
Furniture, home furnishings stores.....	5	8	8	7
Household appliance, radio stores.....	2	2	13	14
Automotive group.....	20	12	14	7
Gasoline service stations.....	4	6	6	3
Lumber, building group (exc. hardware, farm equipment dealers)	2	3	6	6
Hardware and farm equipment dealers.....	1	-	1	2
Drug stores.....	5	5	8	6
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	6	4
Secondhand stores.....	8	6	5	1
All other retail stores.....	3	4	23	11
	Shopping Area 27		Shopping Area 28	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	39	27	47	33
Sales, total.....	\$3,005	\$2,415	\$4,518	\$2,340
Convenience goods stores:				
Number.....	22	14	24	18
Sales.....	\$2,272	\$1,910	\$2,702	\$1,813
Shopping goods stores:				
Number.....	5	4	6	5
Sales.....	\$182	\$325	\$406	\$138
All other stores:				
Number.....	12	9	17	10
Sales.....	\$551	\$180	\$1,410	\$389
Grocery stores, without fresh meat.....	1	-	1	3
Grocery stores, with fresh meat.....	6	8	7	6
All other food stores.....	-	1	2	-
Eating places.....	12	3	10	4
Drinking places.....	1	2	3	4
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	1	-
Variety stores.....	2	1	3	3
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	1	-	-	-
Women's ready-to-wear stores.....	-	1	-	-
Shoe stores.....	1	1	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	1	-	1	1
Household appliance, radio stores.....	-	1	1	1
Automotive group.....	1	1	3	1
Gasoline service stations.....	7	2	8	6
Lumber, building group (exc. hardware, farm equipment dealers)	1	1	3	-
Hardware and farm equipment dealers.....	1	-	-	2
Drug stores.....	2	-	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	1	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	2	4	2	1

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 29		Shopping Area 30	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	35	-	24	22
Sales, total.....	\$8,145	-	\$1,843	\$1,164
Convenience goods stores:				
Number.....	12	-	15	10
Sales.....	\$5,600	-	\$1,372	\$770
Shopping goods stores:				
Number.....	13	-	4	4
Sales.....	\$1,652	-	\$228	\$161
All other stores:				
Number.....	10	-	5	8
Sales.....	\$893	-	\$243	\$233
Grocery stores, without fresh meat.....	-	-	1	1
Grocery stores, with fresh meat.....	3	-	3	2
All other food stores.....	1	-	-	-
Eating places.....	6	-	7	4
Drinking places.....	1	-	2	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	2	-	-	-
Variety stores.....	1	-	1	2
Men's, boys' clothing, furnishings stores.....	1	-	-	1
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	4	-	-	-
Shoe stores.....	2	-	1	1
All other apparel, accessory, specialty stores.....	1	-	-	-
Furniture, home furnishings stores.....	2	-	1	1
Household appliance, radio stores.....	-	-	1	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	2	-	3	4
Lumber, building group (exc. hardware, farm equipment dealers).....	1	-	1	2
Hardware and farm equipment dealers.....	1	-	-	-
Drug stores.....	1	-	2	2
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	1	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	5	-	1	2
	Shopping Area 31		Shopping Area 32	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	21	12	34	30
Sales, total.....	\$7,285	\$3,734	\$1,635	\$1,334
Convenience goods stores:				
Number.....	6	5	14	15
Sales.....	\$5,228	\$2,709	\$807	\$617
Shopping goods stores:				
Number.....	10	4	6	2
Sales.....	\$1,455	\$676	\$226	( <sup>1</sup> )
All other stores:				
Number.....	5	3	14	13
Sales.....	\$602	\$349	\$602	\$717
Grocery stores, without fresh meat.....	-	-	1	2
Grocery stores, with fresh meat.....	2	2	5	4
All other food stores.....	1	-	-	-
Eating places.....	2	2	7	6
Drinking places.....	-	-	2	2
General stores.....	-	-	-	1
General merchandise group (exc. variety).....	2	1	3	1
Variety stores.....	1	1	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	1	1	-	-
Women's ready-to-wear stores.....	2	1	-	-
Shoe stores.....	1	-	-	-
All other apparel, accessory, specialty stores.....	1	-	-	-
Furniture, home furnishings stores.....	1	-	2	-
Household appliance, radio stores.....	1	-	-	-
Automotive group.....	2	1	2	1
Gasoline service stations.....	1	-	6	5
Lumber, building group (exc. hardware, farm equipment dealers).....	1	1	1	1
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	1	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	2	2
Jewelry stores.....	1	-	-	1
Secondhand stores.....	-	-	-	1
All other retail stores.....	-	1	3	1

<sup>1</sup> Sales combined with "All other retail stores" sales to avoid disclosure.

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 33		Shopping Area 34	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	18	3	37	1
Sales, total.....	\$2,944	(x)	\$6,303	(x)
Convenience goods stores:				
Number.....	8	2	16	1
Sales.....	\$2,392	(x)	\$4,522	(x)
Shopping goods stores:				
Number.....	5	-	10	-
Sales.....	\$128	-	\$646	-
All other stores:				
Number.....	5	1	11	-
Sales.....	\$424	(x)	\$1,135	-
Grocery stores, without fresh meat.....	-	1	-	-
Grocery stores, with fresh meat.....	3	-	5	-
All other food stores.....	-	-	-	-
Eating places.....	4	1	4	-
Drinking places.....	-	-	1	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	1	-	1	-
Men's, boys' clothing, furnishings stores.....	-	-	1	-
Family clothing stores.....	-	-	1	-
Women's ready-to-wear stores.....	1	-	3	-
Shoe stores.....	-	-	1	-
All other apparel, accessory, specialty stores.....	-	-	1	-
Furniture, home furnishings stores.....	2	-	2	-
Household appliance, radio stores.....	1	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	3	1	2	-
Lumber, building group (exc. hardware, farm equipment dealers)	1	-	2	-
Hardware and farm equipment dealers.....	1	-	1	-
Drug stores.....	1	-	2	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	4	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	1	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	5	-
	Shopping Area 35		Shopping Area 36	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	125	61	28	29
Sales, total.....	\$10,789	\$3,122	\$4,324	\$3,598
Convenience goods stores:				
Number.....	61	37	18	20
Sales.....	\$4,358	\$1,408	\$3,500	\$2,592
All other stores:				
Number.....	64	24	10	9
Sales.....	\$6,431	\$1,714	\$824	\$1,006
Grocery stores, without fresh meat.....	1	2	1	1
Grocery stores, with fresh meat.....	10	7	5	5
All other food stores.....	1	-	-	2
Eating places.....	29	11	5	6
Drinking places.....	7	4	3	3
General stores.....	3	1	-	-
General merchandise group (exc. variety).....	-	1	2	1
Variety stores.....	-	-	2	2
Men's, boys' clothing, furnishings stores.....	1	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	1
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	4	-	-	1
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	4	1	1	-
Gasoline service stations.....	32	13	3	2
Lumber, building group (exc. hardware, farm equipment dealers)	8	2	-	-
Hardware and farm equipment dealers.....	1	1	2	2
Drug stores.....	-	-	2	2
Proprietary stores.....	1	-	-	-
Liquor stores.....	12	13	2	1
Feed, farm, garden supply stores.....	1	1	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	2	-	-	-
All other retail stores.....	8	4	-	-

x Withheld to avoid disclosure.

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 37		Shopping Area 38	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	22	10	29	14
Sales, total.....	\$6,443	\$420	\$3,274	\$1,574
Convenience goods stores:				
Number.....	17	10	15	8
Sales.....	(x)	\$420	\$2,019	\$453
All other stores:				
Number.....	5	-	14	6
Sales.....	(x)	-	\$1,255	\$1,121
Grocery stores, without fresh meat.....	-	-	1	2
Grocery stores, with fresh meat.....	4	3	4	2
All other food stores.....	-	1	1	-
Eating places.....	4	2	4	2
Drinking places.....	5	1	2	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	2	-
Household appliance, radio stores.....	-	-	1	-
Automotive group.....	1	-	-	-
Gasoline service stations.....	4	-	4	2
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	2	3
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	-	-	-
Proprietary stores.....	1	-	-	-
Liquor stores.....	3	3	3	1
Feed, farm, garden supply stores.....	-	-	1	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	1
All other retail stores.....	-	-	4	-
	Shopping Area 39		Shopping Area 40	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	10	3	13	13
Sales, total.....	\$880	(x)	\$3,104	\$3,039
Convenience goods stores:				
Number.....	3	2	7	7
Sales.....	\$288	(x)	\$2,719	\$2,674
All other stores:				
Number.....	7	1	6	6
Sales.....	\$592	(x)	\$385	\$365
Grocery stores, without fresh meat.....	-	-	-	1
Grocery stores, with fresh meat.....	1	-	3	3
All other food stores.....	-	-	-	-
Eating places.....	1	1	2	1
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	1	-	-	-
Variety stores.....	-	-	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	1	1
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	1	-	-	1
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	-	-	1	-
Automotive group.....	2	-	-	-
Gasoline service stations.....	1	-	2	2
Lumber, building group (exc. hardware, farm equipment dealers)	-	1	1	-
Hardware and farm equipment dealers.....	1	-	-	-
Drug stores.....	1	-	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	1	1	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	1	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	-	1

x Withheld to avoid disclosure.



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 41		Shopping Area 42	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	9	9	13	3
Sales, total.....	\$881	\$657	\$763	(x)
Convenience goods stores:				
Number.....	5	5	6	2
Sales.....	\$752	\$581	\$243	(x)
All other stores:				
Number.....	4	4	7	1
Sales.....	\$129	\$76	\$520	(x)
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	2	1	-	-
All other food stores.....	-	1	-	-
Eating places.....	2	1	5	1
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	2	3	1	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	1	-
Gasoline service stations.....	1	-	4	1
Lumber,building group (exc. hardware,farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	1	1	-
Proprietary stores.....	-	-	-	1
Liquor stores.....	1	1	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	1	1	1	-
	Shopping Area 43		Shopping Area 44	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	14	15	11	12
Sales, total.....	\$866	\$850	\$597	\$447
Convenience goods stores:				
Number.....	5	5	6	7
Sales.....	\$312	\$293	\$374	\$342
All other stores:				
Number.....	9	10	5	5
Sales.....	\$554	\$557	\$223	\$105
Grocery stores, without fresh meat.....	1	1	1	1
Grocery stores, with fresh meat.....	-	-	2	3
All other food stores.....	-	-	-	-
Eating places.....	2	2	1	1
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	1
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	4	5	2	-
Household appliance, radio stores.....	1	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	2	3	2	2
Lumber,building group (exc. hardware,farm equipment dealers)	1	-	-	1
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	1	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	1	1	1	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	1	-	1	1
All other retail stores.....	-	1	-	-

x Withheld to avoid disclosure.

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 45		Shopping Area 46	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	19	16	20	18
Sales, total.....	\$2,045	\$1,425	\$3,177	\$2,722
Convenience goods stores:				
Number.....	5	7	8	9
Sales.....	\$434	\$487	\$2,110	\$2,178
All other stores:				
Number.....	14	9	12	9
Sales.....	\$1,611	\$938	\$1,067	\$544
Grocery stores, without fresh meat.....	-	-	-	1
Grocery stores, with fresh meat.....	2	2	3	2
All other food stores.....	-	-	-	-
Eating places.....	2	2	3	3
Drinking places.....	-	1	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	1	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	4	2	2	1
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	3	4	3	3
Lumber, building group (exc. hardware, farm equipment dealers)	4	2	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	1	2	2
Proprietary stores.....	-	-	-	-
Liquor stores.....	1	1	-	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	1	1
Secondhand stores.....	-	-	-	-
All other retail stores.....	3	1	4	3
	Shopping Area 47		Shopping Area 48	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	13	14	8	9
Sales, total.....	\$1,057	\$750	\$355	\$329
Convenience goods stores:				
Number.....	8	7	4	4
Sales.....	\$802	\$423	\$202	\$259
All other stores:				
Number.....	5	7	4	5
Sales.....	\$255	\$327	\$153	\$70
Grocery stores, without fresh meat.....	-	1	1	-
Grocery stores, with fresh meat.....	3	1	1	2
All other food stores.....	-	-	-	-
Eating places.....	3	1	-	-
Drinking places.....	-	1	1	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	1	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	2	2	1	2
Household appliance, radio stores.....	-	-	-	1
Automotive group.....	-	-	-	-
Gasoline service stations.....	3	3	-	-
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	1	-
Hardware and farm equipment dealers.....	-	1	-	-
Drug stores.....	2	2	1	-
Proprietary stores.....	-	-	-	1
Liquor stores.....	-	1	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	1
All other retail stores.....	-	1	1	-



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 and 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 49		Shopping Area 50	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	48	46	9	8
Sales, total.....	\$1,906	\$1,429	\$1,344	\$968
Convenience goods stores:				
Number.....	41	41	6	4
Sales.....	\$1,793	\$1,317	\$1,295	\$825
All other stores:				
Number.....	7	5	3	4
Sales.....	\$113	\$112	\$49	\$143
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	7	11	2	2
All other food stores.....	-	1	-	-
Eating places.....	19	14	2	1
Drinking places.....	8	6	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	1	1	-	1
Men's, boys' clothing, furnishings stores.....	1	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	1	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	1	2	2	3
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	1	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	7	8	2	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	1	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	4	1	-	-
	Shopping Area 51		Shopping Area 52	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	13	9	18	16
Sales, total.....	\$579	\$373	\$2,135	\$749
Convenience goods stores:				
Number.....	8	4	15	11
Sales.....	\$391	\$208	\$1,958	\$571
All other stores:				
Number.....	5	5	3	5
Sales.....	\$188	\$165	\$177	\$178
Grocery stores, without fresh meat.....	-	-	-	1
Grocery stores, with fresh meat.....	2	1	4	2
All other food stores.....	-	-	-	-
Eating places.....	2	1	3	4
Drinking places.....	2	1	4	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	1	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	2	1	1	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	2	2	2	3
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	1	1	-
Proprietary stores.....	-	-	-	1
Liquor stores.....	1	-	3	2
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	1
All other retail stores.....	1	1	-	-

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 53		Shopping Area 54	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	14	10	13	15
Sales, total.....	\$1,126	\$488	\$418	\$512
Convenience goods stores:				
Number.....	5	5	8	10
Sales.....	\$720	\$313	\$262	\$385
All other stores:				
Number.....	9	5	5	5
Sales.....	\$406	\$175	\$156	\$127
Grocery stores, without fresh meat.....	-	-	1	-
Grocery stores, with fresh meat.....	2	3	-	-
All other food stores.....	-	-	-	-
Eating places.....	3	2	5	5
Drinking places.....	-	-	1	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	1	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	1	-	1	1
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	4	2	2	1
Lumber, building group (exc. hardware, farm equipment dealers).....	-	-	-	-
Hardware and farm equipment dealers.....	-	1	1	1
Drug stores.....	-	-	-	1
Proprietary stores.....	-	-	1	-
Liquor stores.....	-	-	-	3
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	1	-
Secondhand stores.....	-	-	-	1
All other retail stores.....	4	1	-	-
	Shopping Area 55		Shopping Area 56	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	22	21	11	12
Sales, total.....	\$1,555	\$1,116	\$323	\$562
Convenience goods stores:				
Number.....	9	10	8	8
Sales.....	\$904	\$423	\$287	\$419
All other stores:				
Number.....	13	11	3	4
Sales.....	\$651	\$693	\$36	\$143
Grocery stores, without fresh meat.....	1	2	-	1
Grocery stores, with fresh meat.....	2	-	3	3
All other food stores.....	-	-	-	-
Eating places.....	4	2	2	1
Drinking places.....	1	1	2	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	1	-
Variety stores.....	-	-	2	2
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	1	1	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	3	-	-	-
Gasoline service stations.....	4	4	-	2
Lumber, building group (exc. hardware, farm equipment dealers).....	2	1	-	-
Hardware and farm equipment dealers.....	-	1	-	-
Drug stores.....	-	-	-	-
Proprietary stores.....	-	-	1	1
Liquor stores.....	1	5	-	1
Feed, farm, garden supply stores.....	2	1	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	3	-	-
All other retail stores.....	1	-	-	-

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 57		Shopping Area 58	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	20	10	8	8
Sales, total.....	\$1,142	\$483	\$1,054	\$679
Convenience goods stores:				
Number.....	8	4	5	4
Sales.....	\$338	\$159	\$925	\$502
All other stores:				
Number.....	12	6	3	4
Sales.....	\$804	\$324	\$129	\$177
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	4	3	2	1
All other food stores.....	-	-	-	-
Eating places.....	3	-	1	1
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	1	1	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	1	-	-	1
Household appliance, radio stores.....	-	-	-	1
Automotive group.....	-	-	-	-
Gasoline service stations.....	6	3	-	-
Lumber, building group (exc. hardware, farm equipment dealers)	3	1	1	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	1	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	1	1
Feed, farm, garden supply stores.....	1	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	1	1	2
	Shopping Area 59		Shopping Area 60	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	14	5	26	-
Sales, total.....	\$512	\$219	\$1,510	-
Convenience goods stores:				
Number.....	10	4	12	-
Sales.....	\$407	(x)	\$935	-
All other stores:				
Number.....	4	1	14	-
Sales.....	\$105	(x)	\$575	-
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	3	2	4	-
All other food stores.....	-	-	-	-
Eating places.....	2	2	3	-
Drinking places.....	4	-	4	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	1	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	1	-	-	-
Automotive group.....	-	-	3	-
Gasoline service stations.....	2	1	6	-
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	-	-	-
Proprietary stores.....	-	-	1	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	1	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	1	-	1	-
All other retail stores.....	-	-	2	-

x Withheld to avoid disclosure.

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 61		Shopping Area 62	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	10	6	14	14
Sales, total.....	\$702	\$561	\$483	\$629
Convenience goods stores:				
Number.....	5	1	7	6
Sales.....	\$106	(x)	\$300	\$264
All other stores:				
Number.....	5	5	7	8
Sales.....	\$596	(x)	\$183	\$365
Grocery stores, without fresh meat.....	-	-	-	1
Grocery stores, with fresh meat.....	2	-	2	2
All other food stores.....	1	-	-	-
Eating places.....	1	-	3	2
Drinking places.....	1	1	2	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	1	-	-	-
Automotive group.....	1	-	2	1
Gasoline service stations.....	1	1	4	4
Lumber/building group (exc. hardware, farm equipment dealers)	1	1	-	1
Hardware and farm equipment dealers.....	-	1	-	-
Drug stores.....	-	-	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	1	1	-	-
Jewelry stores.....	-	1	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	1	2
	Shopping Area 63		Shopping Area 64	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	42	33	30	26
Sales, total.....	\$4,030	\$4,579	\$3,477	\$2,603
Convenience goods stores:				
Number.....	22	14	16	19
Sales.....	\$1,150	\$1,134	\$1,675	\$1,581
All other stores:				
Number.....	20	19	14	7
Sales.....	\$2,880	\$3,445	\$1,802	\$1,022
Grocery stores, without fresh meat.....	-	-	-	2
Grocery stores, with fresh meat.....	5	5	3	2
All other food stores.....	-	-	1	2
Eating places.....	9	4	10	12
Drinking places.....	7	5	1	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	1	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	1	-	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	4	4	2	1
Gasoline service stations.....	5	6	5	3
Lumber/building group (exc. hardware, farm equipment dealers)	2	3	3	1
Hardware and farm equipment dealers.....	1	-	-	-
Drug stores.....	1	-	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	1	1	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	2	3	-	-
All other retail stores.....	1	1	4	2

x Withheld to avoid disclosure.



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 65		Shopping Area 66	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	29	30	9	11
Sales, total.....	\$1,419	\$1,846	\$1,115	\$1,346
Convenience goods stores:				
Number.....	11	11	6	7
Sales.....	\$389	\$527	\$894	\$1,165
All other stores:				
Number.....	18	19	3	4
Sales.....	\$1,030	\$1,319	\$221	\$181
Grocery stores, without fresh meat.....	-	1	-	1
Grocery stores, with fresh meat.....	2	2	3	2
All other food stores.....	-	-	-	-
Eating places.....	6	5	1	2
Drinking places.....	3	2	1	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	1
Men's, boys' clothing, furnishings stores.....	-	-	1	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	2	1	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	7	10	-	-
Gasoline service stations.....	5	5	1	1
Lumber, building group (exc. hardware, farm equipment dealers)	1	1	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	1	1	1
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	1	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	2	2	-	2
	Shopping Area 67		Shopping Area 68	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	9	8	24	20
Sales, total.....	\$531	\$879	\$2,270	\$3,359
Convenience goods stores:				
Number.....	6	5	15	14
Sales.....	\$407	\$826	\$1,395	\$2,529
All other stores:				
Number.....	3	3	9	6
Sales.....	\$124	\$53	\$875	\$830
Grocery stores, without fresh meat.....	-	-	1	2
Grocery stores, with fresh meat.....	2	2	6	6
All other food stores.....	-	-	1	-
Eating places.....	1	1	3	2
Drinking places.....	1	1	2	3
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	1	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	1	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	1	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	3	1	4	2
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	2	1
Hardware and farm equipment dealers.....	-	-	1	1
Drug stores.....	1	-	2	1
Proprietary stores.....	1	1	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	-	1

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 69		Shopping Area 70	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	11	7	26	12
Sales, total.....	\$1,016	\$639	\$1,365	\$540
Convenience goods stores:				
Number.....	5	3	13	8
Sales.....	\$173	\$160	\$628	\$462
All other stores:				
Number.....	6	4	13	4
Sales.....	\$843	\$479	\$737	\$78
Grocery stores, without fresh meat.....	-	-	2	-
Grocery stores, with fresh meat.....	2	2	2	5
All other food stores.....	-	-	-	-
Eating places.....	2	1	8	3
Drinking places.....	1	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	1	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	3	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	5	-
Gasoline service stations.....	2	2	3	3
Lumber, building group (exc. hardware, farm equipment dealers)	1	1	-	-
Hardware and farm equipment dealers.....	1	1	-	-
Drug stores.....	-	-	.1	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	1	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	1	1
All other retail stores.....	1	-	-	-
	Shopping Area 71		Shopping Area 72	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	16	-	9	6
Sales, total.....	\$2,111	-	\$801	\$166
Convenience goods stores:				
Number.....	5	-	4	3
Sales.....	\$1,576	-	\$439	\$57
All other stores:				
Number.....	11	-	5	3
Sales.....	\$535	-	\$362	\$109
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	2	-	3	3
All other food stores.....	1	-	-	-
Eating places.....	1	-	1	-
Drinking places.....	-	-	-	-
General stores.....	-	-	-	1
General merchandise group (exc. variety).....	1	-	-	-
Variety stores.....	1	-	-	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	2	-	-	-
Shoe stores.....	1	-	-	-
All other apparel, accessory, specialty stores.....	2	-	-	-
Furniture, home furnishings stores.....	1	-	-	-
Household appliance, radio stores.....	-	-	1	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	2	-	3	1
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	-	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	1	-	1	-
All other retail stores.....	-	-	-	-



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 73		Shopping Area 74	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	6	-	5	5
Sales, total.....	\$996	-	\$987	\$1,253
Grocery stores, without fresh meat.....	-	-	1	1
Grocery stores, with fresh meat.....	2	-	-	1
All other food stores.....	-	-	-	-
Eating places.....	1	-	1	1
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	1	-	1	-
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	1	1
Hardware and farm equipment dealers.....	-	-	-	1
Drug stores.....	1	-	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	1	-	1	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	-	-
	Shopping Area 75		Shopping Area 76	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	10	11	7	9
Sales, total.....	\$371	\$419	\$477	\$726
Grocery stores, without fresh meat.....	-	1	-	-
Grocery stores, with fresh meat.....	4	5	1	2
All other food stores.....	-	-	-	-
Eating places.....	1	1	1	1
Drinking places.....	2	2	1	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	1	-	-
Variety stores.....	-	-	-	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	1
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	-	-	1	1
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	-	2	-
Proprietary stores.....	-	-	-	2
Liquor stores.....	2	1	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	1	-
All other retail stores.....	1	-	-	1

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued  
DALLAS STANDARD METROPOLITAN AREA(Sales expressed in thousands of dollars)<sup>1</sup>

Stores, sales, and kind of business	Shopping Area 77		Shopping Area 78	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	6	-	7	9
Sales, total.....	\$680	-	\$375	\$814
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	1	-	2	3
All other food stores.....	-	-	-	-
Eating places.....	-	-	1	1
Drinking places.....	-	-	1	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	1	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	1	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	2
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	2	-	1	-
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	1	-	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	1	1
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	1	1
All other retail stores.....	-	-	-	-
	Shopping Area 79		Shopping Area 80	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	10	10	9	7
Sales, total.....	\$361	\$407	\$216	\$112
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	1	1	3	2
All other food stores.....	-	-	-	-
Eating places.....	3	3	3	1
Drinking places.....	3	3	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	1	-	-	-
Variety stores.....	-	1	-	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	1	1
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	1	2	-	1
Lumber, building group (exc. hardware, farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	-	-	-
Proprietary stores.....	1	-	1	1
Liquor stores.....	-	-	1	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	-	-

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 81		Shopping Area 82	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	16	9	9	8
Sales, total.....	\$481	\$156	\$393	\$120
Grocery stores, without fresh meat.....	-	-	1	-
Grocery stores, with fresh meat.....	5	4	2	2
All other food stores.....	-	-	-	1
Eating places.....	5	-	2	1
Drinking places.....	3	2	1	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	1	1	1
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory, specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	-	-	1	1
Lumber,building group (exc. hardware,farm equipment dealers)	-	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	-	-	1
Proprietary stores.....	1	-	-	-
Liquor stores.....	1	1	1	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	1	-	-	1
All other retail stores.....	-	1	-	-
Shopping Area 83				
	1953	1948		
RETAIL STORES				
Stores, total.....	23	16		
Sales, total.....	\$1,004	\$443		
Grocery stores, without fresh meat.....	1	-		
Grocery stores, with fresh meat.....	8	4		
All other food stores.....	-	2		
Eating places.....	4	2		
Drinking places.....	2	3		
General stores.....	-	-		
General merchandise group (exc. variety).....	-	-		
Variety stores.....	-	1		
Men's, boys' clothing, furnishings stores.....	-	-		
Family clothing stores.....	-	-		
Women's ready-to-wear stores.....	1	1		
Shoe stores.....	-	-		
All other apparel, accessory, specialty stores.....	-	-		
Furniture, home furnishings stores.....	-	-		
Household appliance, radio stores.....	-	-		
Automotive group.....	-	-		
Gasoline service stations.....	-	-		
Lumber,building group (exc. hardware,farm equipment dealers)	-	-		
Hardware and farm equipment dealers.....	-	-		
Drug stores.....	-	-		
Proprietary stores.....	3	2		
Liquor stores.....	3	1		
Feed, farm, garden supply stores.....	-	-		
Jewelry stores.....	1	-		
Secondhand stores.....	-	-		
All other retail stores.....	-	-		

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 85		Shopping Area 86	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	10	11	5	5
Sales, total.....	\$825	\$658	\$276	\$226
Grocery stores, without fresh meat.....	-	1	1	1
Grocery stores, with fresh meat.....	2	3	-	1
All other food stores.....	-	-	-	-
Eating places.....	2	3	1	-
Drinking places.....	5	4	-	1
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	-	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	-	-	-	-
Shoe stores.....	-	-	-	-
All other apparel, accessory specialty stores.....	-	-	-	-
Furniture, home furnishings stores.....	-	-	-	-
Household appliance, radio stores.....	-	-	-	-
Automotive group.....	-	-	-	-
Gasoline service stations.....	-	-	3	2
Lumber,building group (exc. hardware,farm equipment dealers)	1	-	-	-
Hardware and farm equipment dealers.....	-	-	-	-
Drug stores.....	-	-	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	-	-	-
Jewelry stores.....	-	-	-	-
Secondhand stores.....	-	-	-	-
All other retail stores.....	-	-	-	-
Shopping Area 87				
	1953	1948		
RETAIL STORES				
Stores, total.....	6	-		
Sales, total.....	\$272	-		
Grocery stores, without fresh meat.....	-	-		
Grocery stores, with fresh meat.....	2	-		
All other food stores.....	-	-		
Eating places.....	1	-		
Drinking places.....	2	-		
General stores.....	-	-		
General merchandise group (exc. variety).....	-	-		
Variety stores.....	-	-		
Men's, boys' clothing, furnishings stores.....	-	-		
Family clothing stores.....	-	-		
Women's ready-to-wear stores.....	-	-		
Shoe stores.....	-	-		
All other apparel, accessory, specialty stores.....	-	-		
Furniture, home furnishings stores.....	-	-		
Household appliance, radio stores.....	-	-		
Automotive group.....	-	-		
Gasoline service stations.....	1	-		
Lumber,building group (exc. hardware,farm equipment dealers)	-	-		
Hardware and farm equipment dealers.....	-	-		
Drug stores.....	-	-		
Proprietary stores.....	-	-		
Liquor stores.....	-	-		
Feed, farm, garden supply stores.....	-	-		
Jewelry stores.....	-	-		
Secondhand stores.....	-	-		
All other retail stores.....	-	-		

Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 88		Shopping Area 89	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	68	63	16	-
Sales, total.....	\$8,656	\$5,267	\$3,122	-
Convenience goods stores:				
Number.....	18	21	3	-
Sales.....	\$1,540	\$1,088	(x)	-
Shopping goods stores:				
Number.....	21	16	5	-
Sales.....	\$1,345	\$722	(x)	-
All other stores:				
Number.....	29	26	8	-
Sales.....	\$5,771	\$3,457	(x)	-
Grocery stores, without fresh meat.....	-	1	-	-
Grocery stores, with fresh meat.....	7	6	1	-
All other food stores.....	1	2	-	-
Eating places.....	6	9	1	-
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	4	2	1	-
Variety stores.....	1	2	-	-
Men's, boys' clothing, furnishings stores.....	1	1	-	-
Family clothing stores.....	-	-	-	-
Women's ready-to-wear stores.....	4	2	2	-
Shoe stores.....	2	1	1	-
All other apparel, accessory, specialty stores.....	-	1	-	-
Furniture, home furnishings stores.....	4	2	-	-
Household appliance, radio stores.....	5	5	1	-
Automotive group.....	8	8	-	-
Gasoline service stations.....	4	5	3	-
Lumber,building group (exc. hardware,farm equipment dealers)	4	4	1	-
Hardware and farm equipment dealers.....	2	2	-	-
Drug stores.....	4	3	1	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	2	3	1	-
Jewelry stores.....	3	1	1	-
Secondhand stores.....	1	-	-	-
All other retail stores.....	5	3	2	-
	Shopping Area 90		Shopping Area 91	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	86	65	30	37
Sales, total.....	\$10,987	\$4,953	\$4,661	\$2,827
Convenience goods stores:				
Number.....	21	20	9	13
Sales.....	\$5,827	\$2,873	\$2,002	\$1,109
Shopping goods stores:				
Number.....	32	19	8	11
Sales.....	\$2,975	\$895	\$694	\$614
All other stores:				
Number.....	33	26	13	13
Sales.....	\$2,185	\$1,185	\$1,965	\$1,104
Grocery stores, without fresh meat.....	-	3	1	1
Grocery stores, with fresh meat.....	5	3	3	3
All other food stores.....	-	1	1	1
Eating places.....	11	7	2	6
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	6	4	2	2
Variety stores.....	3	2	2	1
Men's, boys' clothing, furnishings stores.....	2	1	-	1
Family clothing stores.....	1	-	1	-
Women's ready-to-wear stores.....	4	4	-	1
Shoe stores.....	3	1	-	-
All other apparel, accessory, specialty stores.....	2	-	-	-
Furniture, home furnishings stores.....	6	2	1	3
Household appliance, radio stores.....	5	5	2	3
Automotive group.....	8	7	3	3
Gasoline service stations.....	7	6	5	4
Lumber,building group (exc. hardware,farm equipment dealers)	4	1	2	1
Hardware and farm equipment dealers.....	2	3	1	2
Drug stores.....	5	4	2	2
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	1	2	-	1
Jewelry stores.....	3	1	1	-
Secondhand stores.....	-	-	1	-
All other retail stores.....	8	6	-	2

x Withheld to avoid disclosure.



Table 4.--RETAIL STORES BY SHOPPING AREAS, BY KIND OF BUSINESS: 1953 AND 1948--Continued

## DALLAS STANDARD METROPOLITAN AREA

(Sales expressed in thousands of dollars)

Stores, sales, and kind of business	Shopping Area 92		Shopping Area 93	
	1953	1948	1953	1948
RETAIL STORES				
Stores, total.....	39	16	26	4
Sales, total.....	\$5,592	\$804	\$2,906	\$209
Convenience goods stores:				
Number.....	11	5	11	-
Sales.....	\$2,785	\$299	\$445	-
Shopping goods stores:				
Number.....	10	2	-	-
Sales.....	\$643	(1)	-	-
All other stores:				
Number.....	18	9	15	4
Sales.....	\$2,164	\$505	\$2,461	\$209
Grocery stores, without fresh meat.....	-	-	-	-
Grocery stores, with fresh meat.....	3	3	3	-
All other food stores.....	-	-	1	-
Eating places.....	6	1	7	-
Drinking places.....	-	-	-	-
General stores.....	-	-	-	-
General merchandise group (exc. variety).....	-	-	-	-
Variety stores.....	1	-	-	-
Men's, boys' clothing, furnishings stores.....	-	-	-	-
Family clothing stores.....	1	-	-	-
Women's ready-to-wear stores.....	1	1	-	-
Shoe stores.....	1	-	-	-
All other apparel, accessory, specialty stores.....	1	-	-	-
Furniture, home furnishings stores.....	3	1	-	-
Household appliance, radio stores.....	2	-	-	-
Automotive group.....	4	2	4	1
Gasoline service stations.....	5	3	5	3
Lumber,building group (exc. hardware,farm equipment dealers)	-	-	3	-
Hardware and farm equipment dealers.....	1	-	-	-
Drug stores.....	2	1	-	-
Proprietary stores.....	-	-	-	-
Liquor stores.....	-	-	-	-
Feed, farm, garden supply stores.....	-	2	1	-
Jewelry stores.....	3	-	-	-
Secondhand stores.....	1	-	-	-
All other retail stores.....	4	2	2	-
Shopping Area 94				
	1953	1948		
RETAIL STORES				
Stores, total.....	54	31		
Sales, total.....	\$5,741	\$850		
Convenience goods stores:				
Number.....	22	18		
Sales.....	\$904	\$488		
Shopping goods stores:				
Number.....	1	3		
Sales.....	(1)	43		
All other stores:				
Number.....	31	10		
Sales.....	\$4,837	\$319		
Grocery stores, without fresh meat.....	1	2		
Grocery stores, with fresh meat.....	7	4		
All other food stores.....	3	1		
Eating places.....	10	7		
Drinking places.....	-	3		
General stores.....	-	-		
General merchandise group (exc. variety).....	-	2		
Variety stores.....	-	1		
Men's, boys' clothing, furnishings stores.....	-	-		
Family clothing stores.....	-	-		
Women's ready-to-wear stores.....	-	-		
Shoe stores.....	-	-		
All other apparel, accessory, specialty stores.....	-	-		
Furniture, home furnishings stores.....	-	-		
Household appliance, radio stores.....	1	-		
Automotive group.....	5	1		
Gasoline service stations.....	12	5		
Lumber,building group (exc. hardware,farm equipment dealers)	6	1		
Hardware and farm equipment dealers.....	-	-		
Drug stores.....	-	-		
Proprietary stores.....	1	1		
Liquor stores.....	-	-		
Feed, farm, garden supply stores.....	-	-		
Jewelry stores.....	-	-		
Secondhand stores.....	6	2		
All other retail stores.....	2	1		

<sup>1</sup> Sales combined with "All other retail stores" sales to avoid disclosure.



## RETAIL KIND-OF-BUSINESS CLASSIFICATIONS

Each retail establishment was assigned a kind-of-business classification for purposes of preparing summary totals by kinds of business. It should be observed that kind-of-business classifications are not interchangeable with merchandise-line classifications. Food stores, for instance, sell more than food, and food also is sold in other kinds of stores, including department and variety stores. Likewise, apparel, furniture, and drugs are sold in many stores not classified as apparel, furniture, or drug stores.

The kinds of business defined below are arranged by groups, with special attention given to principal kinds of business within each group. Significant changes in definition since the 1948 Census of Business are noted.

## Food Group

The Food Group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on the premises, such as eating and drinking places, are included in classifications under those names, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

Grocery stores (with or without fresh meat).--These stores are primarily engaged in selling at retail all types of canned or frozen foods, such as soups, vegetables, and fruits, in addition to dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers. They may also carry smoked and prepared meats, and fresh fish and poultry in limited quantities. If they sell the above lines in combination with fresh meat (frozen or unfrozen), they are classified as "Grocery stores, with fresh meat." If they do not sell meat, they are classified as "Grocery stores, without fresh meat."

Bakery products stores.--These stores are single-unit retail establishments primarily engaged in selling bakery products, such as bread, cake, or pies, whether or not the products are produced on the premises. In addition, bakery products stores of multiunit bakeries, with no baking on the premises, are included. Bakery products stores of multiunit bakeries, with baking on the premises, are out of scope of this Census.

Meat markets, fish (seafood) markets.--These are retail establishments primarily engaged in selling fresh meats. They also may sell cured meats, poultry, fish, dairy products, eggs, and other commodities. These stores may butcher animals on their own account, or they may buy from others. Fish (seafood) markets are retail establishments primarily engaged in selling fresh or cured fish, oysters, shellfish, and other sea foods.

"All other food stores."--Includes such stores as Fruit stores, vegetable markets; Dairy products stores; Delicatessen stores, etc.

## Eating and Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on the premises. Establishments primarily engaged in selling drinks such as beer, ale, and wine for consumption on the premises are classified as Drinking places.

## General Merchandise Group, General Stores

This group includes stores selling a combination of the following merchandise lines: dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores.--Department stores are retail stores carrying a general line of apparel, such as suits, coats, dresses, and furnishings; home furnishings, such as furniture, floor coverings, curtains, draperies, linen, major household appliances; and housewares such as table and kitchen appliances, dishes, and utensils. These and other merchandise lines are normally arranged in separate sections or departments with the accounting on a departmentalized basis. Departments and functions are integrated under a single management. Establishments included in this classification must normally employ 25 or more persons.

## General Merchandise Group, General Stores--Continued

Variety stores.--These stores carry a variety of merchandise in the low and popular price range, such as stationery, gift items, women's accessories, toilet articles, light hardware, toys, housewares, confectionery, etc. Sales are usually on a cash-and-carry basis, with the open selling method of display and customer selection of merchandise. They are frequently known as "5 and 10 cent" stores and "5 cents to a dollar" stores.

Dry goods, general merchandise stores.--These stores sell piece goods and/or a combination of men's and women's apparel, dry goods, hardware, housewares or home furnishings and other lines in limited quantities.

General stores.--General stores are usually located in rural communities and sell a general line of merchandise, of which the most important line is food, and the more important subsidiary lines are notions, apparel, farm supplies, and gasoline.

## Apparel Group

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Men's, boys' clothing, furnishings stores.--Men's, boys' clothing stores are primarily engaged in selling men's and boys' overcoats, topcoats, suits, and work clothing. Men's and boys' furnishings stores specialize in the sale of men's and boys' shirts, hats, underwear, hosiery, gloves, and other furnishings.

Shoe stores.--Shoe stores include Men's shoe stores; Women's shoe stores; Family shoe stores; and Children's, juveniles' shoe stores.

Family clothing stores.--These stores are primarily engaged in selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

Women's ready-to-wear stores.--These are primarily engaged in selling women's coats, suits, and dresses or specializing in any one of these lines.

Children's and infants' wear stores.--These are retail establishments primarily engaged in selling children's and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

"All other apparel stores."--The stores in this classification include Millinery stores; Hosiery stores; Corset, lingerie stores; Furriers and fur shops; etc.

## Furniture, Furnishings, Appliance Group

This group includes stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Furniture stores.--These stores are primarily engaged in selling household furniture. They may also sell home furnishings, major appliances, and floor coverings.

Home furnishings stores.--These stores include Floor covering stores; Drapery, curtain, upholstery stores; and China, glassware, metalware stores, all of which specialize in the merchandise indicated, and Antique stores. The classification "Other home furnishings stores" includes stores specializing in the sale of merchandise such as pictures, frames, lamps and shades, awnings, window shades, flags, and banners.

Household appliance stores, radio and television stores.--Household appliance stores are primarily engaged in selling domestic refrigerators, stoves, and household appliances such as electric irons, percolators, and vacuum cleaners. They also frequently sell a substantial line of radios and television sets. Radio and television stores specialize in radio and television sets.

Floor coverings stores.--These are retail establishments primarily engaged in selling floor coverings, such as rugs, carpets, linoleum, and related products. Establishments included in this industry which may incidentally perform installation, are to be distinguished from contractors primarily engaged in installing floor coverings, which are not included in this Census.



## Furniture, Furnishings, Appliance Group--Continued

Drapery, curtain, upholstery stores.--These are retail establishments primarily engaged in selling draperies, curtains, and upholstery. Establishments primarily engaged in upholstering or repairing furniture are excluded.

## Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Motor-vehicle dealers.--These establishments include Motor-vehicle (new and used cars) dealers, and Motor-vehicle (used cars) dealers. The former classification covers establishments primarily engaged in selling new automobiles, or new and used automobiles and trucks. Establishments doing considerable repair and service work, having an active franchise for the sale of new cars, are also included, even though the principal source of receipts may be from repairs and other services. Motor-vehicle (used cars) dealers are primarily engaged in selling used cars and trucks and make no sales of new cars.

Tire, battery, accessory dealers.--These establishments are primarily engaged in selling new automobile tires, tubes, batteries, automobile seat covers, and other automobile parts and accessories.

"All other automotive dealers."--Motorcycle dealers, Aircraft dealers; Boat dealers; and other automotive dealers specializing in new and used passenger automobile trailers and related automotive products are included in this classification.

## Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "Garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

## Lumber, Building, Hardware Group

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Lumber yards and building materials dealers.--Lumber yards are establishments primarily engaged in selling rough or dressed lumber, wood shingles, interior woodwork, moulding, doors, sash, frames, and other millwork, while Building materials dealers specialize in selling building materials other than lumber and millwork, such as brick and tile, cement, sand and gravel, lime and plaster, composition wallboard, and roofing materials. Sales are made locally, primarily to home owners, farmers, and special trade contractors. Establishments with sales primarily to builders and general contractors are classified as wholesale establishments.

Hardware stores.--Hardware stores are establishments primarily engaged in selling a number of basic hardware lines such as tools, builders hardware, and paint and glass, housewares and household appliances, cutlery, and roofing materials.

Farm equipment dealers.--Farm equipment dealers are primarily engaged in selling farm tractors, reapers, mowers, plows, wagons, and related farm equipment.

"All other building materials, equipment, and supply dealers."--Included in this classification are stores such as Paint, glass, and wallpaper stores; heating and plumbing equipment dealers; and Electrical supply stores. Special trade contractors, such as electrical contractors and heating and plumbing equipment contractors whose receipts for installation and for services and repairs are greater than receipts from sales of merchandise, are outside the scope of this Census.



### Drug and Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Drug stores.--These are stores engaged in selling prescription drugs only or in any combination with such lines of merchandise as proprietary medicines, cosmetics, toiletries, tobacco, candy, liquor, and novelty merchandise. Prescription sales are required.

Proprietary stores.--These are stores engaged in selling drugs and medicines in any combination with such lines as cosmetics, toiletries, tobacco, candy, liquor, and novelty merchandise. No prescription drugs are sold.

### Liquor Stores

Liquor stores specialize in the sale of packaged alcoholic beverages such as whiskey, gin, beer, wine, and liquors for consumption off the premises.

### Secondhand Stores

This group includes stores primarily engaged in selling used merchandise, such as furniture; tires, batteries, accessories; clothing, shoes; books; and other secondhand merchandise.

### Other Retail Stores

This group consists of establishments specializing in the merchandise indicated by the following classification titles:

Feed, farm, garden supply stores.--Feed stores are stores primarily engaged in selling, at retail, hay, grain, and feed. They often sell substantial amounts of groceries and fertilizer. Farm, garden supply stores are primarily engaged in selling, at retail, seeds, bulbs, and nursery stock, and other farm, lawn, and garden supplies and tools. Greenhouses and nurseries are not within the scope of this Census.

Jewelry stores.--These stores are primarily engaged in selling jewelry, such as diamonds and other precious stones mounted in precious metals; rings, bracelets, and brooches; sterling and plated silverware; watches and clocks, etc. Establishments primarily engaged in watch and jewelry repair are included in the Business Census with Service Trades.

Other classifications.--Other classifications under the general group "Other Retail Stores" are Book stores; Sporting goods stores; Florists; Gift, novelty, souvenir stores; Music stores; Camera, photographic supply stores.

"All other retail stores."--These are stores primarily engaged in selling, at retail, specialized lines of merchandise not elsewhere classified, such as autograph and philatelist supplies, orthopedic supplies and artificial limbs, rubber stamps, pets, hobby equipment, toys, religious goods, and monuments and tombstones.

### NONSTORE RETAIL ESTABLISHMENTS

These establishments are those which do not attract customers to their business premises. Frequently the places of business are not recognizable or, when recognizable, are not open to the general public. Like the stores, they are primarily engaged in the selling of merchandise for personal, household, or farm consumption, and they purchase the merchandise they sell from wholesalers, manufacturers, or other distributors. Processing or fabricating they perform, if any, is incidental to the selling function.

Among the more common types of retail establishments included in this group are the milk dealers whose sales are primarily by regular route delivery to the home, operators of merchandise vending machines, mail-order houses, door-to-door distributors, etc. Not included are peddlers and itinerant vendors without an established place of business.

## SERVICES TRADES KIND-OF-BUSINESS CLASSIFICATIONS

## Hotels

This includes commercial establishments with six or more guest rooms, known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public. Hotels open to the general public, but operated by membership organizations, and apartment hotels which provide accommodations for transients are included. Rooming and boarding houses and private residences commonly known as tourist homes are not included in the Census of Business. Group 701 of the Standard Industrial Classification includes all hotels in its definition, regardless of the number of guest rooms. It does not differentiate between all-residential and part-residential apartment hotels, but excludes all apartment hotels from this classification.

## Tourist Courts

Establishments with three or more rental units known as tourist courts, tourist camps, motor hotels, and motor courts primarily engaged in providing transient accommodations to tourists in furnished cabins or similar structures are included in this classification. Trailer camps, or parks which rent trailer space, are excluded. Industry 7031 of the Standard Industrial Classification, however, includes trailer camps in this classification. Tourist homes (private residences furnishing lodging to motorists) and commercially operated sporting and recreational camps (such as boys' and girls' camps, fishing and hunting camps, and dude ranches) are also excluded from the census.

## Motion Picture Theaters

The data include both outdoor motion picture theaters and the regular ("four-wall") motion picture theaters.

## Automobile Repair Services

This classification includes establishments primarily engaged in furnishing automobile repair services to the general public. Automobile repair departments maintained by establishments engaged in the sale of automobiles are classified in Retail Trade.

## SPECIAL CENSUS OF BUSINESS: 1953

CENSUS OF BUSINESS: 1948

DALLAS STANDARD METROPOLITAN AREA<sup>1</sup>

Stores and sales by kind of business: 1948

Kind of business	Stores (num- ber)	Sales, entire year (thous. dollars)	Kind of business	Stores (num- ber)	Sales, entire year (thous. dollars)
Retail trade, total.....	5,986	704,804	Automotive group.....	280	124,734
Food group.....	1,311	129,541	Motor-vehicle (new and used cars) dealers.....	53	92,388
Grocery stores, without fresh meat	210	11,883	Motor-vehicle (used cars) dealers	147	23,035
Grocery stores, with fresh meat...	990	107,188	Tire, battery, accessory dealers.	69	8,254
Meat markets.....	15	1,413	Motorcycle dealers.....	4	257
Fish (seafood) markets.....	4	66	Aircraft dealers.....	2	376
Fruit stores, vegetable markets...	12	1,162	Boat dealers.....	2	
Candy, nut, confectionery stores..	28	599	Other automotive dealers.....	3	424
Dairy products stores.....	10	5,582	Gasoline service stations.....	606	27,403
Milk dealers.....	3		Lumber, building, hardware group..	262	47,809
Bakery products stores.....	27		Lumber yards.....	108	34,520
Egg, poultry dealers.....	4		Building materials dealers.....	11	1,303
Delicatessen stores.....	3		Paint, glass, wallpaper stores...	42	3,288
Other food stores.....	5	706	Heating and plumbing equipment dealers.....	12	1,622
Eating and drinking places.....	1,448	47,779	Electrical supply stores.....	7	237
Restaurants, cafeterias, caterers.	693	32,757	Hardware stores.....	73	3,572
Lunch counters, refreshment stands	328	6,436	Farm equipment dealers.....	9	3,267
Drinking places.....	427	8,586	Drug and proprietary stores.....	221	23,908
General stores.....	23	1,060	Drug stores, with fountain.....	126	17,585
General merchandise group.....	211	155,322	Drug stores, other.....	34	4,015
Department stores.....	11	135,635	Proprietary stores, with fountain	47	1,830
Dry goods, general merchandise stores.....	77	7,827	Proprietary stores, other.....	14	478
Variety stores.....	123	11,860	Liquor stores.....	298	19,507
Apparel group.....	338	49,588	Secondhand stores.....	141	3,918
Men's, boys' clothing stores.....	28	7,177	Furniture stores.....	52	960
Men's, boys' furnishings stores...	20	1,182	Tire, battery, accessory dealers.	19	1,014
Family clothing stores.....	33	11,165	Clothing shoe stores.....	29	421
Women's ready-to-wear stores.....	97	18,622	Pawn shops.....	27	1,256
Millinery stores.....	28	648	Other secondhand stores.....	14	267
Hosiery stores.....	1	223	Other retail stores.....	532	36,936
Corset, lingerie stores.....	3		Fuel dealers, except fuel oil....	10	838
Apparel, accessory, specialty stores.....	12	1,368	Fuel oil dealers.....	2	
Men's shoe stores.....	15	1,689	Ice dealers.....	11	134
Women's shoe stores.....	14	2,908	Hay, grain, feed stores.....	56	2,943
Family shoe stores.....	27	1,908	Other farm, garden supply stores.	9	1,237
Children's, juveniles' shoe stores	2		Jewelry stores.....	64	9,329
Custom tailors.....	20	588	Book stores.....	21	4,939
Furriers, fur shops.....	3	345	Stationary stores.....	10	1,105
Children's, infants' wear stores..	26	1,246	Sporting goods stores.....	18	1,342
Other apparel stores.....	9	519	Bicycle stores.....	8	192
Furniture, furnishings, appliance group.....	315	37,299	Florists.....	96	2,838
Furniture stores.....	103	14,665	Cigar stores and stands.....	25	1,647
Floor coverings stores.....	20	2,425	News dealers, newsstands.....	16	977
Draper, curtain, upholstery stores.....	12	628	Gift, novelty, souvenir stores...	29	890
China, glassware, metalware stores	3	3,979	Music stores.....	35	2,719
Antique stores.....	27		Luggage, leather goods stores...	4	407
Other home furnishings stores....	37	2,306	Optical goods stores.....	17	840
Household appliance stores.....	96	12,729	Camera, photographic supply stores	19	1,714
Radio stores.....	17	567	Office, store machine and equipment dealers.....	10	387
			All other retail stores.....	72	2,458

<sup>1</sup> Inextensive with Dallas County.

# DALLAS STANDARD METROPOLITAN AREA

CENSUS OF BUSINESS: 1944

CITY OF DALLAS AND SELECTED SUBCITIES

Stores and sales by kind of business: 1944

Kind of business	Stores (num- ber)	Sales, entire year (thous. dollars)	Kind of business	Stores (num- ber)	Sales, entire year (thous. dollars)
DALLAS, TEXAS			DALLAS, TEXAS--Continued		
Total.....	4,713	621,858	Automotive group.....	211	118,441
Food group.....	969	97,861	Motor-vehicle (new and used cars) dealers.....	19	88,318
Grocery stores, without fresh meat...	151	9,434	Motor-vehicle (used cars) dealers...	136	28,790
Grocery stores, with fresh meat...	726	83,348	Tire, battery, accessory dealers...	48	7,960
Meat markets, fish markets.....	14	1,232	All other automotive dealers.....	8	540
Fruit stores, vegetable markets.....	10	(x)	Gasoline service stations.....	106	19,284
Candy, nut, confectionery stores...	24	551	Lumber, building, hardware group...	174	12,748
Dairy products stores, milk dealers	11	(x)	Lumber yards, building materials dealers.....	72	20,864
Bakery products stores.....	21	719	Plumbing, paint, electrical stores...	53	4,398
Egg, poultry dealers.....	4	124	Hardware stores.....	41	1,047
All other food stores.....	8	706	Farm equipment dealers.....	6	918
Eating and drinking places.....	1,216	42,967	Drug and proprietary stores.....	179	19,361
Eating places.....	855	35,129	Drug stores.....	120	17,378
Drinking places.....	361	7,838	Proprietary stores.....	59	2,983
General stores.....	3	254	Liquor stores.....	286	27,747
General merchandise group.....	152	152,709	Secondhand stores.....	144	1,354
Department stores.....	11	135,635	Other retail stores.....	434	38,768
Dr. goods, general merchandise stores.....	45	6,330	Fuel, fuel oil dealers.....	5	227
Variety stores.....	96	10,744	Ice dealers.....	8	10
Apparel group.....	286	46,270	Feed, farm, garden supply stores...	37	1,115
Men's, boys' clothing, furnishings stores.....	40	19,089	Jewelry stores.....	55	7,154
Family clothing stores.....	32		Book, stationery stores.....	26	1,371
Women's ready-to-wear stores.....	72	16,051	Sporting goods stores, bicycle stores.....	27	1,417
Millinery stores.....	25	625	Florists.....	14	1,054
Other apparel, accessory, spe- cialty stores.....	14	(x)	Cigar stores and stands.....	25	1,047
Shoe stores.....	53	6,387	News dealers, newsstands.....	10	277
Custom tailors.....	19	(x)	Gift, novelty, souvenir stores...	24	1,462
Furriers, fur shops.....	3	345	Music stores.....	71	2,644
All other apparel stores.....	28	1,714	Luggage, leather goods stores...	3	(x)
Furniture, furnishings, appliance group.....	265	34,737	Optical goods stores.....	14	129
Furniture stores.....	84	13,683	Camera, photographic supply stores...	17	(x)
Floor coverings, drapery stores...	29	2,791	Office, store machine and equip- ment dealers.....	10	397
Other home furnishings stores.....	63	6,121	All other retail stores.....	62	2,644
Household appliance stores.....	74	12,142			
Radio stores.....	15				

Kind-of-business group

Stores  
entire  
year  
(num-  
ber) (thous.  
dollars)

UNIVERSITY PARK, TEXAS

Food group.....	15	1,341
Eating and drinking places.....	12	487
General merchandise group, general stores.....	13	(x)
Apparel group.....	10	991
Furniture, furnishings, appliance group.....	10	1,021
Automotive group.....	2	(x)
Gasoline service stations.....	10	1,130
Lumber, building, hardware group.....	4	138
Drug and proprietary stores.....	8	1,118
All other retail stores.....	21	218

HIGHLAND PARK, TEXAS

Food group.....	10	2,148
Eating and drinking places.....	3	(x)
General merchandise group, general stores.....	12	1,020
Apparel group.....	7	174
Furniture, furnishings, appliance group.....	1	-
Automotive group.....	1	-
Gasoline service stations.....	1	387
Lumber, building, hardware group.....	1	246
Drug and proprietary stores.....	1	(x)
All other retail stores.....	10	397

x Withheld to avoid disclosure.



## CENSUS RETAIL TRADE AREA DESCRIPTIONS

In describing the outside boundaries of the 14 Census Retail Trade Areas, we have always named first the north boundary, beginning in the northwest corner of the area and proceeding from there in a clockwise direction around the area by indicating each boundary street or other description of the boundary. The boundary continues as named until it intersects the next-named boundary.

Retail Trade Area No. 1.--Pacific Avenue, Pearl Street, Houston Street, Young Avenue.

Retail Trade Area No. 2.--Texas and Pacific RR, Akard Street, Commerce Street, Pearl Street.

Retail Trade Area No. 3.--Chicago, Rock Island, Gulf RR; Reagan Street; Houston-Texas-Central RR; Bookhout Street; Pearl Street; McKinney Avenue; Lemmon Avenue; Central Expressway; Texas and Pacific RR; East Levee; city limits; Oak Lawn Avenue.

Retail Trade Area No. 4.--Texas and Pacific RR; Houston Street; Young Street; Commerce Street; Akard Street; Texas and Pacific RR; Central Expressway; Haskell Avenue; Colorado and Santa Fe RR; Trinity River Diversion Channel; Commerce Street Viaduct; East Levee.

Retail Trade Area No. 5.--City limits; Texas and Pacific RR; S. W. Loop Road; Commerce Street; Brundrette Street; Ithaca Drive; Hampton Road; Remond Drive; Westmoreland Drive; Ft. Worth Avenue; Davis Street; Clark Avenue; Remond Drive; West Levee, city limits.

Retail Trade Area No. 6.--Davis Street; Ft. Worth Avenue; Westmoreland Avenue; Remond Drive; Ithaca Street; Brundrette Street; Commerce Street; S. W. Township Road; Texas and Pacific RR; West Levee; Commerce Street Viaduct; Trinity River Diversion Channel; Cadiz Street Viaduct; Industrial Avenue; Forest Avenue Bridge; Gulf, Colorado and Santa Fe RR; Cockerell Hill Road; Illinois Avenue; Davis Street.

Retail Trade Area No. 7.--Gulf, Colorado and Santa Fe RR; Corinth Street Viaduct; Forest Lane; Sargent Road; Bonnieview Road; city limits.

Retail Trade Area No. 8.--Samuell Boulevard, city limits, Houston-Texas-Central RR.

Retail Trade Area No. 9.--Texas and Pacific RR; Houston-Texas-Central RR; Trinity River Diversion Channel; Gulf, Colorado and Santa Fe RR.

Retail Trade Area No. 10.--N. W. Highway; Missouri-Kansas-Texas RR; Abrams Road; Brookshire Drive; Gulf, Colorado and Santa Fe RR; Houston-Texas-Central RR; Texas and Pacific RR; Haskell Avenue; Central Expressway; Mockingbird Lane; city limits of University Park; N. W. Highway.

Retail Trade Area No. 11.--Coforth Road; Mockingbird Lane; city limits; Fern-dale Road to a point about halfway between McCree Road and Kingsley Road; Plano Road; city limits; Mediteranean Drive; Northwest State Highway; city limits; Peavey Road; Juniper Road; N. W. Highway; city limits; Shiloh Road; Centerville Road; Acoca Street to a point about midway between Barnes Bridge Road and Gus Thomason Drive; Shiloh Road; Gross Drive to a point halfway between John West Road and Peavey Road; city limits; Peavey Road; Creek Drive; Ferguson Road; John West Road; city limits; Houston-Texas-Central RR; Gulf, Colorado and Santa Fe RR; Abrams Road.

Retail Trade Area No. 12.--Royal Lane; Quincy Lane; Northhaven Road; Preston Road; Forest Lane; city limits; Irkland Park; U. S. Highway No. 75; Schroeder Road; Houston-Texas-Central RR; city limits; Missouri-Kansas-Texas RR; Northwest Highway; Airline Road; Corinth Street; city limits of University Park; Central Expressway; Calvert Street; Lemmon Avenue; Houston-Texas-Central RR; Cedar Springs Road; Cotton Belt Avenue; Lemmon Avenue; city limits of University Park; Northwest Highway; Inwood Road; Walnut Hill Lane; Midway Road. This area includes University Park and Highland Park cities.

Retail Trade Area No. 13.--Gilbert Lane; city limits of Dallas; Preston Road, Northhaven Road; Inwood Road; Royal Lane; Midway Road; Walnut Hill Lane; Inwood Road; N. W. Highway; city limits of University Park; St. Louis Southwestern RR; Cedar Springs Road; Inwood Road; Lemmon Avenue; Bachman Boulevard; city limits of Dallas.

Retail Trade Area No. 14.--Bachman Boulevard; Lemmon Avenue; Inwood Road; Cedar Springs Road; St. Louis Southwestern RR; Lemmon Avenue; McKinney Avenue; Pearl Street; Bookhout Street; St. Louis Southwestern RR; Chicago, Rock Island and Gulf RR; city limits of Dallas.



## SHOPPING AREA DESCRIPTIONS

Shopping Area No. 1.--This center, known as Preston Center, is partially in Dallas city and partially in University Park city. It is basically a planned shopping area with some contiguous establishments independently erected. For the most part, the independent establishments contain their own parking facilities where required. The planned center contains ample parking facilities. It has been developed over a period of time and is, in effect, a combination of two planned centers, although the differences are submerged and the area is basically a single center for shopping purposes. This shopping area contains branches of a number of the larger department and specialty stores in downtown Dallas. The boundaries for the two parts of the center are given separately to insure that they can be properly plotted on a map.

The University Park part of the shopping area is bounded on the north by Northwest Highway; on the east by Pickwick; on the south by Wentwood Drive; and on the west by Preston Road. On each of the boundary streets only the inside, or contiguous side, of the street is included.

The Dallas part of the area is bounded on the south by Northwest Highway; on the west by Douglas Avenue; on the north by both sides of Luther Lane to Westchester, then south on Westchester (both sides of the street) half way to Sherry Lane, then east to Preston Road. On the east it is bounded by both sides of Preston Road to Marquette Street.

Shopping Area No. 2.--This is a semiplanned shopping area in Highland Park. It contains, in addition to head-on curb parking, a considerable amount of parking space in the center of Snider Plaza. It includes both sides of Snider Plaza from Lovers Lane to Daniels Avenue; and Hillcrest from Lovers Lane to Granada.

Shopping Area No. 3.--This area is known in Dallas as the Miracle Mile. Parts of it are in both Dallas and University Park. This area includes both sides of Lovers Lane from Douglas to Devonshire and on both sides of Devonshire from Lovers Lane to Greenway. Part of the area is planned and includes adequate off-street parking facilities. In the University Park part of the area there is public parking in the center of the street.

Shopping Area No. 4.--This area is known locally as the Highland Park Shopping Village. This is a planned shopping area built prior to World War II and includes off-street parking facilities. The area contains branches of the larger downtown stores. In addition to the planned village at Preston Road and Mockingbird Lane, the area includes establishments on Preston Road from Mockingbird Lane to St. Andrews Drive. This latter portion is unplanned. However, the establishments do have parking facilities for their customers.

Shopping Area No. 5.--Most of this area is unplanned. However, one small planned center with head-on curb parking facilities is included. Some of the other establishments in the area maintain off-street parking facilities for their customers. It includes both sides of Oak Lawn Avenue from Irving to Prescott.

Shopping Area No. 6.--This area is basically a string-street development on both sides of Maple Avenue from Inwood Road to Oak Lawn. It contains a small planned shopping center with head-on parking facilities. In addition, there is some off-street parking maintained by individual establishments, but many of the establishments have no parking facilities for their customers, except those parallel to the curb on public streets.

Shopping Area No. 7.--This area is on Oak Lawn Avenue extending from Maple Avenue to Holland Avenue, and includes the development on Cedar Springs from Oak Lawn Avenue to Knight Street.

Shopping Area No. 8.--This area runs north on McKinney Avenue from Oliver Avenue to Hester Avenue. Also included is the development on Knox Street from the Highland Park city limits to the Expressway, and on Travis Street and Cole Avenue from Hester Avenue to Armstrong Avenue. A few of the establishments in the area have off-street parking facilities for their customers, but the greater number have no parking facilities available except parallel curb parking.

Shopping Area No. 9.--This area is on Haskell Avenue from Bryan Street south-east to Main Street and includes the development on Live Oak Street and Gaston Avenue extending about a block both northeast and southwest of Haskell Avenue.

Shopping Area No. 10.--This area is on both sides of Greenville Avenue from Ross Avenue to Belmont Avenue. This is an unplanned shopping area with street parking.

Shopping Area No. 11.--This area is on Mockingbird Lane from Greenville on the east to Airline Road Extension on the west. This is an unplanned area with some off-street parking maintained by individual establishments.

Shopping Area No. 12.--This area is unplanned. Some of the establishments have off-street parking facilities for their customers. The area includes both sides of Mockingbird Lane from Greenville to the Central Expressway.

Shopping Area No. 13.--This area is both sides of Skillman Street from Ross Street to Oram Street. It is basically an unplanned shopping area with limited facilities for off-street parking.

Shopping Area No. 14.--This area is locally known as the Lakewood Shopping Center. It is principally a planned shopping area on both sides of Abrams Road from La Vista to Prospect and on Gaston Avenue from Lakewood Country Club to La Vista. Parking facilities for the most part are in the center of the street, although there is some off-street parking.

Shopping Area No. 15.--This is mainly an unplanned shopping area on East Grand Avenue from Haskell Street to Parkview and extends on Samuell Blvd. from East Grand Avenue to St. Charles Avenue and on Fairview Avenue from East Grand Avenue to Winston. There are some partly planned shopping units which have head-on curb parking and others with only parallel street curb parking. There are also a few establishments which maintain off-street parking facilities for their customers.

Shopping Area No. 16.--This shopping area is known locally as the Casa Linda Shopping Center. It is almost entirely a planned shopping center with even the gasoline service stations included in the planned portion of the center. There are adequate parking facilities off the public streets. It is at the intersection of Gaston Avenue and Buckner Blvd. extending on Gaston Avenue from the intersection northeast about half way to Tranquilla Drive and southwest about half way to Forest Hills Place, and on Buckner Blvd. about half way to Poppy Drive from the Gaston-Buckner intersection.

Shopping Area No. 17.--This area is on Forest Avenue from Second Avenue to the Houston Texas Central RR tracks. Some establishments in this partly planned shopping center maintain off-street parking facilities for their customers.

Shopping Area No. 18.--This area is on Oakland Avenue from Forest Avenue to Lawrence Street. The shopping center is partially planned with off-street parking facilities provided in the planned portion.

Shopping Area No. 19.--This area is on Second Avenue from the Houston and Texas Central RR tracks to the Gulf, Colorado Santa Fe RR tracks. This is an unplanned shopping area, but some individual establishments provide off-street parking facilities.

Shopping Area No. 20.--This area is along Military Parkway from Urban Avenue to Peretta Street and includes contiguous establishments on Elva Avenue. The center is partially planned and off-street parking facilities or head-on street parking facilities are provided by all the establishments.

Shopping Area No. 21.--This area is on Buckner Blvd. from Stonehurst Street to Auto Garden Avenue and on Lake June Road from Baywood Street to Hillburn Drive. This area includes a planned shopping center known as Buckner Park Shopping Center. Parking facilities off the street are maintained by the center and by individual establishments.

Shopping Area No. 22.--This area is on both sides of Singleton Blvd. from Amonette to Hampton Road. A few of the establishments maintain parking facilities for their customers. However, for the most part, there is only parallel curb parking available.

Shopping Area No. 23.--This area on Ft. Worth Avenue extends from Colorado Blvd. to the junction of Remond Avenue with Ft. Worth Avenue. The area contains two shopping centers; one which may be described as semiplanned and one planned plus a number of establishments individually erected. The planned area contains adequate parking space off public streets. The semiplanned area has provisions for parallel parking in excess of what could be expected from curb parking. The individual establishments all have parking facilities for their customers.

Shopping Area No. 24.--This area is on Davis Street and Seventh Street from Crawford Street to Windomere Avenue. Both sides of Davis Street are included but only the north side of Seventh Street. Included also are both sides of Bishop Avenue from Davis Street to Eighth Street and both sides of Tyler Place between Davis Street and Eighth Street. This is mainly unplanned shopping area with many establishments maintaining parking facilities for their customers and many others having only parallel curb parking facilities. There is one partially planned pre-war shopping area which has some curb head-on parking facilities for its customers.

Shopping Area No. 25.--This area is on both sides of Jefferson Blvd. from Beckley Avenue to Ninth Street. It also includes both sides of Marsalis Avenue and Lancaster Street between Eighth Street and Eleventh Street. This is an unplanned shopping area with no parking facilities except parallel curb parking.

Shopping Area No. 26.--This area is on both sides of Jefferson Blvd. from Willomet Avenue to Beckley Avenue and both sides of Tyler Place from Jefferson Blvd. to Tenth Street. This is an unplanned shopping area with head-on curb parking available with parking meters to limit the time of parking.

Shopping Area No. 27.--This area is on both sides of Davis Street between Westmoreland Avenue and Hartsdale Avenue. There are some off-street parking facilities maintained by individual establishments and, for a few of the establishments located in an older partially planned center, there are joint parking facilities in the form of head-on curb parking with an inset curb.

Shopping Area No. 28.--This area is on both sides of Beckley Avenue from Elmore Avenue to Louisiana Avenue. This is an unplanned shopping area. Some of the establishments have off-street parking facilities. However, for the most part, the area has only parallel curb parking available.

Shopping Area No. 29.--This is a comparatively new planned shopping center, becoming known as Wynnewood Shopping Center. It is a rough triangle bounded by Zangs Blvd., Illinois Avenue, and Wynnewood Drive extended. There are adequate off-street parking facilities available in this center.

Shopping Area No. 30.--This area is mainly on Ewing Avenue from Georgia Avenue to Edgemont Avenue and Vermont Avenue from Maryland Avenue to Fernwood Avenue.



Shopping Area No. 31.--This area is on Lancaster Road from Missouri Avenue to Brightside Avenue. Most of the establishments in this shopping area are located within a planned shopping center, with adequate off-street parking facilities available. The remainder of the establishments maintain their own facilities for customers.

Shopping Area No. 32.--This area is on Lancaster Road from Maywood Avenue to Ann Arbor Avenue. This is a partially planned shopping area with some off-street parking facilities.

Shopping Area No. 33.--This area is on Illinois Avenue from Hampton Road to Holl wood Avenue. A part of this shopping area is a modern, planned shopping center with adequate parking facilities. However, a number of establishments surrounding this planned portion maintain their own parking facilities.

Shopping Area No. 34.--This area includes both sides of Lemmon Avenue from El Centro Drive to Northwest Highway, both sides of Northwest Highway from Lemmon Avenue to Marsh Lane, both sides of Marsh Lane from Northwest Highway half way to Amazon Drive and directly across from that point to El Centro Drive. This is a planned shopping area with adequate off-street parking facilities. It is known locally as Walnut Hill Shopping Center.

Shopping Area No. 35.--This is an area extending on both sides of Harry Hines Blvd. from Douglas Street to Forest Lane. It is an unplanned shopping center but most of the establishments maintain their own parking facilities for their customers.

Shopping Area No. 36.--This area is on Denton Drive from Danford Street to Burbank. It is in an unplanned shopping area with no point parking facilities except in a small planned center from Gilford Avenue to Langdon Avenue which contains joint parking facilities.

Shopping Area No. 37.--This area is on Lemmon Avenue from Manor Avenue to Thedford Avenue. This is an unplanned shopping area, which does not contain off-street parking facilities. Some street parking is available, however.

Shopping Area No. 38.--This area is on Lemmon Avenue from Hudnall Street to King's Road. It is an unplanned shopping area.

Shopping Area No. 39.--This area is on Denton Drive from Cherrywood to Hudnall Street. It is a planned shopping center with off-street facilities maintained for the center as a whole.

Shopping Area No. 40.--This area is on Lemmon Avenue from Hawthorne Avenue to Roland Avenue. It is for the most part a planned shopping area with adequate parking off public streets.

Shopping Area No. 41.--This is an area on Lemmon Avenue from Herschel Avenue to Throckmorton Street. This area contains many doctors offices and clinics as well as business establishments.

Shopping Area No. 42.--This area is on Industrial Blvd. from Reagan Street to Cole Street. It is not a planned shopping area. However, most of the establishments have parking facilities available for their customers.

Shopping Area No. 43.--This area is on Maple Avenue between Wolf Street and Randall, extending onto Cedar Spring. There are no parking facilities available except parallel curb parking.

Shopping Area No. 44.--This area is on McKinney Avenue from Lemmon Avenue to Hall Street. A few of the establishments have some off-street parking facilities for their customers, but the remainder of the area has only parallel curb parking facilities.

Shopping Area No. 45.--This area is on Henderson Avenue from Central Expressway to Alcott Street. It is an unplanned shopping area, with some establishments maintaining parking facilities for their customers but the greater number having no parking facilities except parallel curb parking.

Shopping Area No. 46.--This area is on Greenville Avenue from Ellsworth Avenue to Mercedes Street. This is an unplanned shopping area with some parking facilities maintained by individual establishments.

Shopping Area No. 47.--This is an area on Greenville Avenue from Goodwin Avenue to Llano Avenue. This is an unplanned shopping area with very limited parking facilities. With the exceptions of one or two establishments, only curb parking is available.

Shopping Area No. 48.--This area is on Haskell Street from Lafayette Street to Delano. This is an unplanned shopping area with very limited parking facilities maintained by a few individual establishments for their customers. The other parking facilities are parallel curb parking only.

Shopping Area No. 49.--This area is on Hall Street from State Street to Roseland Avenue. There are some head-on curb parking facilities available in one old partially planned part of the area. The remainder of the area has only parallel curb parking along the street.

Shopping Area No. 50.--This area is on Fitzhugh Avenue between Capitol Avenue and Belmont Avenue. This is an unplanned shopping area with only parallel street parking available, for the most part.

Shopping Area No. 51.--This area is on Henderson Avenue from Fuqua Street to Rowena Street.

Shopping Area No. 52.--This area is on Collett Avenue from Victor Street to Columbia Avenue and on Columbia Avenue from Collett to Prairie Avenue. Part of this area is a planned shopping center with off-street parking facilities for its customers. Most of the other establishments have parking facilities for their customers.

Shopping Area No. 53.--This area is on Garland Road from Oldgate Lane to Lakeland Drive. It is an unplanned shopping area. However, there are parking facilities available for the customers.

Shopping Area No. 54.--This area is mainly on Parry Avenue from Commerce Street to First Avenue but extends on Exposition Avenue from Parry Avenue to Ash Lane.

Shopping Area No. 55.--This area is Lamar Street from the Gulf, Colorado Santa Fe RR tracks to Haven Street. This is an unplanned shopping area.

Shopping Area No. 56.--This area is on Hohen from Emery Street to Starks Street. It is a partially planned shopping area with some parking facilities provided by the establishments.

Shopping Area No. 57.--This area is at the intersection of Scyene Road and Buckner Blvd. It is an unplanned shopping area with parking facilities provided by most of the individual establishments.

Shopping Area No. 58.--This area is on Skillman Street from Winton Street to Mockingbird Lane and east on Mockingbird Lane for a short distance. It is a planned shopping area, with adequate off-street parking facilities.

Shopping Area No. 59.--This area is on Singleton Road from Clymer Street to Ingersoll Street.



Shopping Area No. 60.--This area is on Davis Street from Tillery Avenue to Dwight Avenue. This is an unplanned shopping area. However, individual establishments maintain parking facilities for their customers.

Shopping Area No. 61.--This area is on Ft. Worth Avenue from Mont Clair Avenue to Windomere. It is an unplanned shopping area. Practically all of the establishments have some parking facilities.

Shopping Area No. 62.--This area is on Ft. Worth Avenue from Clinton Avenue to Folsom. It is an unplanned shopping area, with virtually no off-street parking facilities and no provision for parking, other than parallel to the curb.

Shopping Area No. 63.--This area is mainly on Beckley Avenue from Yorktown Street to Commerce Street and on Commerce Street to and including Ft. Worth to Sylvan Avenue. This is an unplanned shopping area, but practically all of the establishments have some individual parking facilities.

Shopping Area No. 64.--This area is on Zangs Blvd. from Beckley Avenue to Marsalis Avenue and on Colorado Blvd. from Zangs Blvd. to Ballard Avenue. The area is unplanned as a shopping center and for the most part contains no parking facilities, with the exception of such curb parking as may be available.

Shopping Area No. 65.--This area is on Beckley Avenue from Davis Street to Twelfth Street and includes the small area formed by Beckley Avenue, Eighth Street, Crawford Street and Davis Street. This is an unplanned shopping area with only parallel curb parking available, with the possible exception of facilities provided by one or two establishments.

Shopping Area No. 66.--This area is on Jefferson Blvd. from Hampton Road to Rosemont Avenue. This is an unplanned shopping area with some head-on curb parking facilities available.

Shopping Area No. 67.--This area is on Hampton Road from Gladstone Drive to Catherine Street. This is an unplanned shopping center, but most establishments maintain some parking facilities for their customers.

Shopping Area No. 68.--This area is on Hampton Road from Clarendon Drive to Brandon Street. This is an unplanned shopping area. However, most of the establishments have some off-street parking available.

Shopping Area No. 69.--This area is on Forest Avenue from Day Blvd. to Surrey Avenue. It is an unplanned shopping area. However, parking facilities are provided by some of the establishments.

Shopping Area No. 70.--This area is on Jefferson from Fifth Street to Eighth Street. It is in the city of Grand Prairie.

Shopping Area No. 71.--This area is bounded by Westmoreland Avenue, Wilton Avenue, Barrett Avenue, and Falls Drive. This is a planned shopping area with adequate off-street parking facilities.

Shopping Area No. 72.--This area is on Beckley Road from Hammer King Road to Burrell Drive. This is an unplanned shopping area. However, the establishments maintain parking facilities for their customers.

Shopping Area No. 73.--This area is on Hill Crest Avenue from Del Norte Lane to Northwest Highway. This is an unplanned shopping area with some off-street parking.

Shopping Area No. 74.--This area is on Inwood Road from Sadler Circle to Forest Park Avenue. This is an unplanned area. However, most of the establishments maintain parking facilities for their customers.

Shopping Area No. 75.--This area is on Washington Avenue from Lafayette Street to Munger Avenue. This is an unplanned shopping area. There is only parallel curb parking available, except for one or two establishments which provide parking facilities.

Shopping Area No. 76.--This area is on Columbia Avenue from Augusta Street to Beacon Avenue and a short distance each way on Beacon Avenue. It is an unplanned shopping area.

Shopping Area No. 77.--This area is on Centerville Road from Aledo Road to Desdemona Drive. It is a small planned shopping area with parking space jointly maintained by the establishments in the area.

Shopping Area No. 78.--This area is on Harwood Street from the Gulf, Colorado Santa Fe RR tracks to Grand Avenue. The shopping area is unplanned, with little or no off-street parking facilities.

Shopping Area No. 79.--This area is on Ervay Street from the Gulf, Colorado Santa Fe RR tracks to Forest Avenue. This is an unplanned shopping area, with little or no off-street parking facilities.

Shopping Area No. 80.--This area is on Metropolitan Avenue from Myrtle Street to Octavia. It is an unplanned shopping area, with no parking facilities.

Shopping Area No. 81.--This area is on Bexar Street from Macon Street to Bethurum. It is an unplanned shopping area, with no parking facilities.

Shopping Area No. 82.--This area is on Myrtle Street between Hatcher Street and Lawrence Street. It is an unplanned shopping area, with no parking facilities.

Shopping Area No. 83.--This shopping area is on Spring Avenue from Troy to Foreman. This is an unplanned shopping area with parking facilities restricted to parallel curb parking.

Shopping Area No. 84.--[This number does not designate any shopping area]

Shopping Area No. 85.--This area is on Ft. Worth Avenue from Jacqueline Place to Westmount. It is not a planned shopping center. However, it contains some parking facilities other than curb parallel parking.

Shopping Area No. 86.--This is an area bounded by Illinois Blvd., Corinth Street, and Lancaster Road. In this unplanned shopping area most of the establishments maintain their own parking facilities for their customers.

Shopping Area No. 87.--This area is on Beckley Road from Mitlett Drive to Camp Wisdom Road. This is not a planned shopping area. However, most of the establishments provide parking facilities for their customers.

Shopping Area No. 88.--This area is in Garland city bounded by Austin Street; Fourth Street; the Gulf, Colorado and Santa Fe RR tracks; Avenue A, and Eighth Street. It is the principal shopping area in the city of Garland.

Shopping Area No. 89.--This area is on U. S. Highway No. 67 from Williams Drive to Miller Road. Most of the establishments are included in a planned shopping center known locally as Skillern Plaza. This is in the city of Garland.

Shopping Area No. 90.--This area is on Main Street from W. Second Street to E. Eighth Street; W. Jefferson from Center Street to S.E. Third Street; Davis from Fifth Street to Seventh Street; and W. Second Street to E. Second Street. This is the principal shopping district of Grand Prairie.

Shopping Area No. 91.--This area is on Irving Blvd. and First and Second Streets, from Iowa Street to Britton Road. This is in the city of Irving.

Shopping Area No. 92.--This area is on Irving Blvd. from Britton Road to Nursery Road, including the planned shopping center bounded by Irving Blvd., Nursery Road, and Lee Street. This area is in the city of Irving.

Shopping Area No. 93.--This area is on U. S. Highway No. 67 from Miller Road to the city limits of Garland. This is an unplanned shopping center in the city of Garland.

Shopping Area No. 94.--This area is on E. Main Street from Eighth Street to Bagdad. This area is in Grand Prairie.

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SPECIAL CENSUS OF BUSINESS: 1953  
DALLAS STANDARD METROPOLITAN AREA

REPORT FORM

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This inquiry is authorized by law. Your report is accorded CONFIDENTIAL treatment subject to the provisions of law. Your Census report cannot be used for purposes of taxation, investigation, or regulation.

Form DCD-1  
(12-23-53)

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS  
Dallas, Texas

# SPECIAL BUSINESS CENSUS:

1953

DALLAS STANDARD METROPOLITAN AREA

## For Enumerator's use only

E.D.	Sub.	S.A.	Book	Line No.

### GENERAL INSTRUCTIONS

Please complete and return this form to the Bureau of the Census Office shown on the enclosed envelope not later than 10 days after you receive it.

Please read all instructions and fill in all items.

### SPECIFIC INSTRUCTIONS

ITEM 1 - IDENTIFICATION OF ESTABLISHMENT - Enter the actual physical location of your establishment even though it may differ from the mailing address.

#### Section b:

Line (1) - Enter street and street number; in rural areas enter name or number of the street, rural route or highway upon which the establishment is located and its distance and direction from the nearest municipality (i.e., State Highway No. 26, 10 miles northeast of York).

### Section b (Continued)

Line (2) - If the establishment is located within the incorporated limits of a city, village, or other municipality, enter the name of such place.

ITEM 5 - TOTAL SALES AND RECEIPTS IN 1953 - DO NOT include in any part of this item any receipts which were not from customers of this establishment. Common examples of such receipts which should NOT BE INCLUDED are: commissions from vending machine operators, rents, sale of real estate, etc.

Line a - INCLUDE total of all merchandise sold whether or not payment was received in 1953. INCLUDE sales of meals and fountain and beer sales, if any. INCLUDE finance charges, if any, and all excise taxes and sales taxes. INCLUDE the value of trade-ins. DO NOT include returned goods or allowances. Also INCLUDE total charges to customers for services of any kind whether or not payment was received in 1953.

### ITEM 1 - IDENTIFICATION OF ESTABLISHMENT

- a. Enter the name by which this establishment is known to its customers.

- b. Location of establishment (Give actual location, which may differ from mailing address: if rural, see instructions).

Street and number \_\_\_\_\_

City, town, village, etc. \_\_\_\_\_

County \_\_\_\_\_

State \_\_\_\_\_

- c. Does this company, or the owner of this company, own or operate more than one store, shop, factory, or other place of business?.....

☐ Yes

☐ No

- d. Federal Social Security Employer Identification Number as shown in Item 10 on the employer's quarterly return under the Federal Insurance Contributions Act, Form 941.....

- e. Is your establishment operated as a department of another business establishment? (e.g., the millinery department or shoe department in a department store).....

☐ Yes

☐ No

If you checked "Yes," please furnish the following information for the business in which your establishment is located.

Name \_\_\_\_\_

Owner(s) \_\_\_\_\_

Kind of business \_\_\_\_\_

- f. Did you own or operate this business during --

(1) January 1953?.....

☐ Yes

☐ No

(2) December 1953?.....

☐ Yes

☐ No

### ITEM 4 - FORM OF OWNERSHIP (Check one)

- 1 ☐ Individual proprietor

- 2 ☐ Partnership

- 3 ☐ Corporation (do not include any form of cooperative association)

- 4 ☐ Cooperative association (corporate or noncorporate consumer cooperative and retail store of farmer-owner cooperatives)

- 5 ☐ Other (Specify) \_\_\_\_\_

### ITEM 5 - TOTAL SALES AND RECEIPTS IN 1953

- a. Total Sales of merchandise and Receipts from services to customers...

Dollars

Cents

### ITEM 6 - CLASS OF CUSTOMER

Place a check mark in each box accounting for one-third or more of your total receipts. If more than one box is checked, underline the class of customer accounting for the larger volume of receipts.

- 1 ☐ Household consumers, farmers, and other individuals

- 3 ☐ Other classes of customers (Specify) \_\_\_\_\_

- 2 ☐ Business concerns, institutions, professional, and government users



**ITEM 7 - OTHER BUSINESS OPERATIONS ON THESE PREMISES**

Is any department of your establishment operated by another owner, or, is any business not owned by you operated within the confines of your establishment? (Include any operation not separately identified to the public for which you assume some degree of responsibility to the customers.).....

☐ Yes☐ No

If "Yes," please furnish the following information for EACH such department:

Name and business address of owner	Description of business	Estimated receipts during 1953 (Dollars)	Are the sales of this department included in your answer to item 5? (Check one)	
			Yes	No

**ITEM 8 - SOURCE OF RECEIPTS**

- a. List principal merchandise lines handled or services performed. Lines listed should account for about two-thirds of total in item 5.

\_\_\_\_\_ %  
 \_\_\_\_\_ %  
 \_\_\_\_\_ %  
 \_\_\_\_\_ %

**ITEM 9 - DESCRIPTION OF 1953 BUSINESS ACTIVITY**

- a. Description of business activity (Describe your activity in your own words. Be sure to specify major activity such as Manufacturing, Wholesaling, Retailing, Service, as well as the products, kinds of merchandise handled, or the services you perform.)

\_\_\_\_\_

- b. Check the one box which best describes your activity:

- ☐ Retail store, gasoline service station, or eating and drinking place  
☐ House-to-house selling (including mobile store, truck or wagon route, etc.)  
☐ Merchandise vending machine operator  
☐ Mail order (catalog sales)  
☐ Automobile repair service  
☐ Hotel  
☐ Tourist court, motel  
☐ Regular (four-wall) motion picture theater  
☐ Outdoor motion picture theater  
☐ Other (Specify) \_\_\_\_\_

- c. Was 50% or more of your 1953 total receipts from the sale of secondhand merchandise? ☐ Yes ☐ No

- d. If you sell any of the items on the numbered lines below, please check the appropriate boxes:

## (1) Alcoholic Beverages

- (a) What percentage of your total sales was packaged beer, wine, or liquor?... ☐ Less than 50%  
☐ 50% or more

- (b) Were any alcoholic beverages sold for consumption on these premises?..... ☐ Yes ☐ No

## (2) Groceries

- (a) Do you sell fresh or frozen meat or poultry?..... ☐ Yes ☐ No

## (3) Drugs and Related Items

- (a) Are you legally qualified to fill prescriptions?..... ☐ Yes ☐ No

- (b) Do you operate a soda fountain?..... ☐ Yes ☐ No

## (4) Motor Vehicles

- (a) Do you have a franchise for the sale of new cars?..... ☐ Yes ☐ No

**ITEM 10 - REMARKS:**

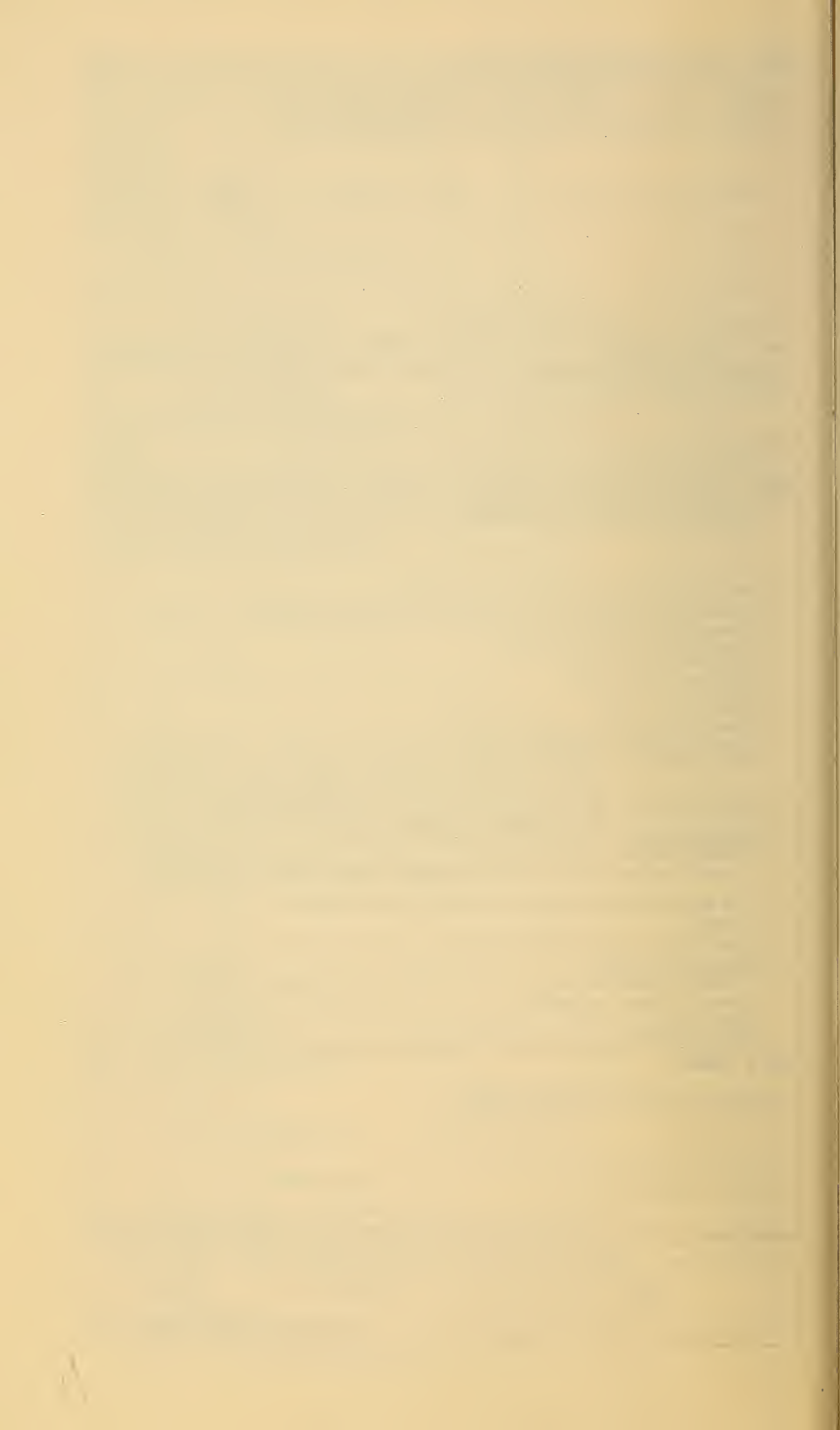
**CERTIFICATION** -Name, address, and telephone number of person who should be contacted if questions arise regarding this report

\_\_\_\_\_ Name \_\_\_\_\_ Address \_\_\_\_\_ Telephone number \_\_\_\_\_

Date

Title

Signature of authorized person







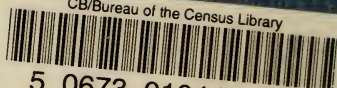








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